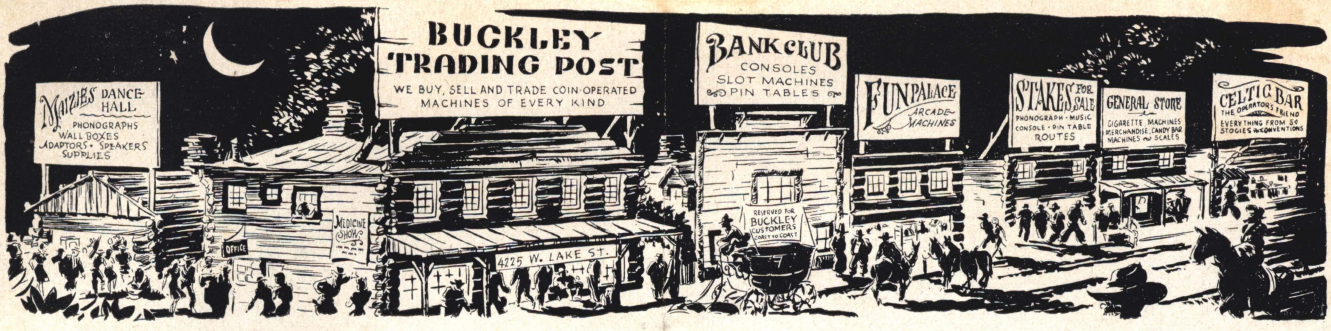
THE COIN MACHINE REVIEW

June, 1944



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REBUILT EQUIPMENT

Mills Single Machine Safes	$ 52.50	Keeney Air Raider	$230.00
Melink Double Machine Safe	62.50	Chicken Sam	108 00
Gottlieb Three-Way Grippers	22.50	ABT Target Skill	17 50
		ABT Challenger	17.50

CONSOLES

Jumbo Parade (Payout)	$115.00	Paces Saratoga	$175.00
Keeney Kentucky Club	90.00	Paces Races	290 00
Keeney Skill Time	90.00	Baker Pacer, 25c	350.00
New Paces Reels Sr.	260.00	Mills Four Bells	Write
New Paces F.P. Reels	260.00	Jennings Fast Time, F.P.	80 00
New Saratoga Jr.	250.00	Jennings Bob Tail, F.P.	108 00
New Saratoga Sr.	260.00	Caille Console	95.00
Paces Reels Jr.	175.00	Bally Roll-Em, 25c	175.00

WILL PAY CASH
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PIN GAMES

Mills 1-2-3, P.O.	$ 97.50	Victorious Turf Champ	$184.50
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MUSIC EQUIPMENT

Buckley Boxes, New	$ 35.00	Seeburg 16-Record	$10.00
Buckley Boxes, Rebuilt	25.00	Keeney Boxes	5.50
Wurlitzer Model 100	25.00	Perforated Program Sheets, Per 1000	4.50

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND	$55.00	REBUILT DE LUXE	$100.00

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Tell us your requirements
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The 131st Consecutive Monthly Issue of the

Coin Machine Review

JUNE, 1944

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BIG-WIGS DISCUSS FUTURE

70 Industry Factors Talk Post War At Chicago Banquet

By C. J. ANDERSON

CHICAGO—Richard Groetchen's La Fiesta restaurant, on the West Side, was the scene of an important meeting of Industry members on Wednesday evening, April 26th, when 70 trade members broke bread, enjoyed a delicious steak dinner hot off the Groetchen rotary cooker, talked shop and discussed reconversion and employment in the post-war years, and eyed a special floor show.

Preceding the dinner, industry principals fraternized over cocktails and talked over old times. Following the dinner, Coin Machine Industries, Inc. prexy, Dave Gottlieb, made clear the reasons for the meeting and stated that although most of the members were engaged in activity to help win the war, still it was not too early to talk of future goals and discuss plans for returning to peacetime production.

Before opening the meeting to speakers and general discussions, Gottlieb paid tribute to the members who have passed away since the last CMI meeting. These included Tom Watling, Jack Bechtol, Harry Hoppe, George Moloney and Bill Gray.

Thereafter several of the members made brief talks which indicated an underlying desire on the part of all to work together on problems confronting the industry as a whole. James T. Mangan, of Mills Industries; D. W. Donohue, of Mills; George Glassgold, of DuGrenier; J. E. Broyles, of Wurlitzer; George Jenkins, of Bally; and Dave Gottlieb spoke briefly and Walter Hurd, of *Billboard*, discussed a special report his publication had mimeographed for each individual attending the meeting. A vote of thanks was extended the publication for the comprehensive study.

An Industry Planning Committee to "coach" during the pre-reconversion period and to compile pertinent information on reconversion which may be submitted

TURN PAGE

Token Peril Grows

CHICAGO—C. S. Darling, secretary of the National Automatic Merchandising Association, reports that for the week ending April 22nd over 7,000 ration tokens were found in vending machines in various parts of the country. In most cases the tokens clog the machine and necessitate a service call. Other times the tokens stick, open the machine and cause a continuous delivery of merchandise.

The NAMA, The American Transit Association and the telephone companies have been uniting their efforts towards getting the OPA to change the size of ration tokens to one inch in diameter which would not work in any of the respective devices.

Tokens have been found in cigarette and candy machines, postage stamp machines and also in automatic machines vending War Savings Stamps. They are a problem also in fare-collecting turnstiles and in pay telephones.

On the Cover . . .

The most beautiful body in the world belongs to Paulette Goddard according to six famed artists who recently selected the lovely lady as possessing the most perfect, and beautiful, body there is. Artists, it appears, have more fun than anybody.

Robbing Coin Box No Lark

LOS ANGELES—Take it from 19-year-old Lucille Roeser, looting coin boxes on ice vending machines is no lark.

Along with 20-year-old Clinton G. Bolin, Lucille was captured by the police as they sought to flee from H. J. Neldon, watchman, stationed at the ice machine. The officers fired several shots in the air and Lucille fell in flight, bruising her knees.

In the county jail she declared: "It was the first time. I thought it would be a lark—something like stealing apples."

* * *

Add under "Modern Definitions": Alimony: a man's cash surrender value.

If Your Copy is Late

Because of the uncertainties of wartime transportation, many periodicals will frequently be late arriving at destination. If your COIN MACHINE REVIEW does not reach you on time, please do not write complaining of delay. The delay is caused by conditions arising after your copy or order has left Los Angeles.

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SELL
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THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST ELEVEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

to the membership at a second meeting, was announced. Those on the committee include: W. A. Tratsch, of ABT; George Jenkins, of Bally; J. E. Broyles, of Wurlitzer; D. W. Donohue, of Mills; W. E. Bolen, of Northwestern; Dick Hood, of H. C. Evans; John Chrest, of Exhibit; and "Bip" Glassgold, of DuGrenier.

Coin machine firms represented included representatives from: A. B. T. Manufacturing Corp.; Advance Machine Co.; Bally-Lion Manufacturing Corp.; *The Billboard;* Baker Novelty Co.; Buckley Music System-Trading Post; COIN MACHINE REVIEW; Daval Manufacturing Co.; *Coin Machine Journal;* Chicago Coin Machine Co.; A. H. DuGrenier & Co.; Exhibit Supply Co.; H. C. Evans & Co.; *Cash Box;* D. Gottlieb & Co.; Genco, Inc.; Groetchen Tool Co.; O. D. Jennings & Co.; J. H. Keeney & Co.; Rowe Manufacturing Co.; Mills Industries, Inc.; Sicking, Inc.; Stoner Corp.; Watling; Rudolph Wurlitzer Co.; Rock-Ola Manufacturing Corp., and Automatic Sales Co.

If You Want to Buy

CONSOLES

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Washington Appellate Court Approves Free Play Games

By HENRY MURCHISON

WASHINGTON—Ending a two-year exile, pinball machines have been given a clean bill of health by the United States Court of Appeals which ruled, April 7th, that the devices are not gambling machines and may be operated here. The decision reversed a District Court ruling which became effective April 15, 1942, following police seizure of equipment the previous March 6th, when the drawn-out legal fight began.

"Whatever inducing motives may actuate the restless, the idle, or the curious to spend their time in this silly form of amusement," read the opinion of Chief Justice D. Lawrence Groner, "it certainly is not the gambling instinct, nor is it the incitement to gain by chance any more than is the game of solitaire."

Although the decision declared the machines legal, and the Chief Justice ordered District Court to "proceed consistently" with the appellate decision, District Court officials said that United States Attorney Edward M. Curran was studying it in an effort to determine whether the operation of such devices could, in itself, be considered unlawful.

Indication is that the U. S. Attorney will ask for a rehearing or will file an appeal to the U. S. Supreme Court. Table operators in the District expect such a move and feel confident of further victories.

* * *

A postwar world I would design
In which nobody waits in line.

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We specialize in remote control music installations

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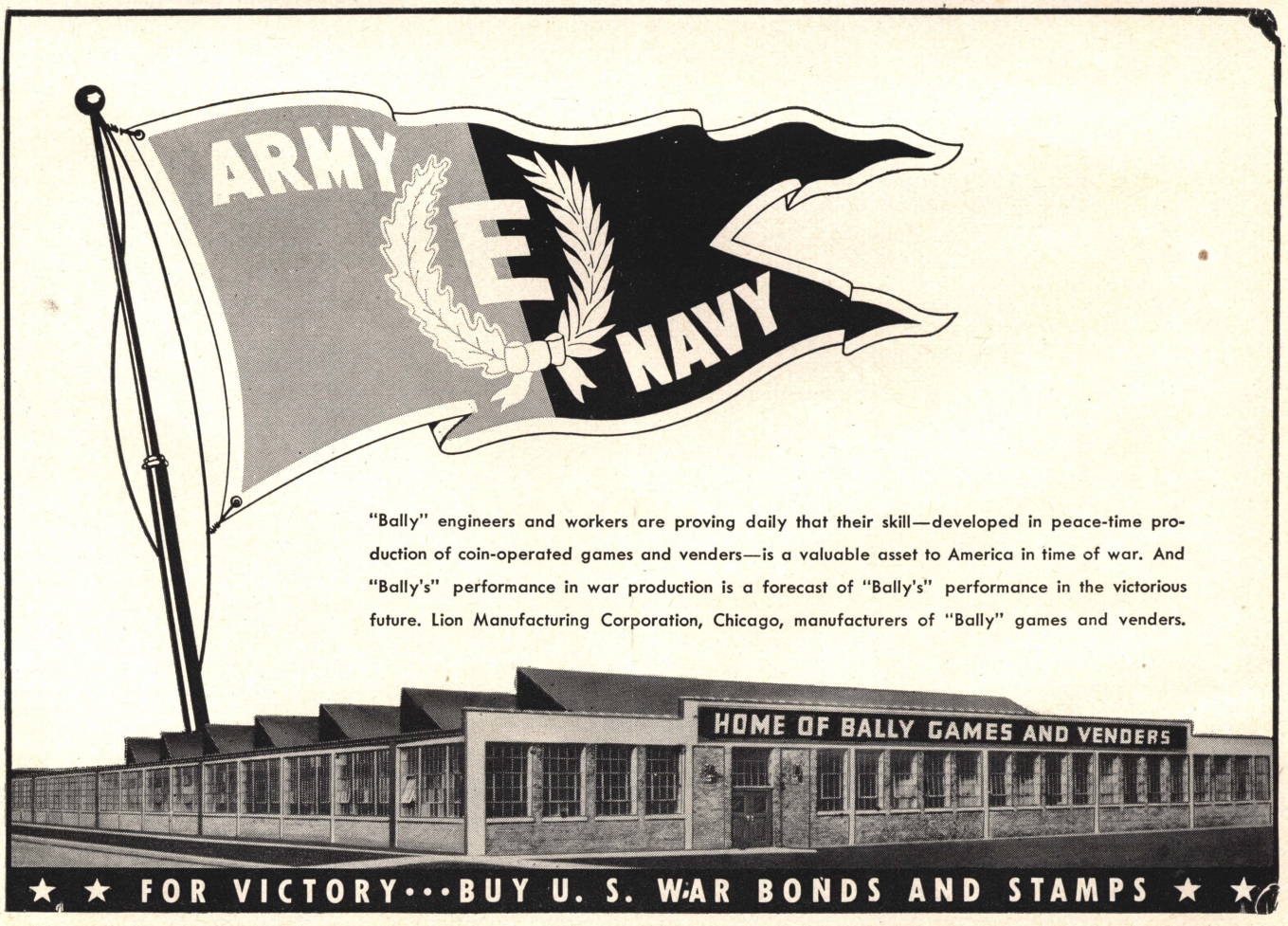
ARMY
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NAVY
"Bally" engineers and workers are proving daily that their skill—developed in peace-time production of coin-operated games and venders—is a valuable asset to America in time of war. And "Bally's" performance in war production is a forecast of "Bally's" performance in the victorious future. Lion Manufacturing Corporation, Chicago, manufacturers of "Bally" games and venders.
HOME OF BALLY GAMES AND VENDERS
★ ★ FOR VICTORY···BUY U. S. WAR BONDS AND STAMPS ★ ★

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2. No advance deposit required.
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6. Necessary certificated order forms furnished for your signature.
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9. We operate phonographs, pin games, and guns, and know your problems.
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0Z4G	$1.65	6C6	$1.05
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5Z3	1.15	6X5G	1.15

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436 N. TERRACE DRIVE — WICHITA 8, KANSAS

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

From Our Boys In The Service

Somewhere in the Aleutians

Dear Mr. Blackford:

Army morale is as touchy a subject as a truck load of nitroglycerin. xxxxxxxCENSOREDxxxxxxx overstuffed chair and announces: "Morale is high among our overseas troops." Another high-ranker shakes his head dubiously and says, "In such-and-such a zone morale is low." Drew Pearson of "Washington Merry-Go-Round" fame columned that troop morale in the Aleutians was of snake-belly altitude.

I cannot deny or affirm Drew Pearson's statement because I am one lone soldier in one lone sector of a vast area. However, as I adjust this necktie—you heard me right, chum—I think I can cast a few rays of light on this ticklish subject.

As I write, I am gazing at an amazing document. It is an order that all inside workers wear neatly pressed O. D. trousers and O. D. shirts with neckties. While it is true that we now have cleaning service, which is both prompt and thorough, we also have williwaws, horizontal rain, snow, sleet—AND MUD. How long will a "neatly pressed" pair of trousers withstand the rigors of Aleutian weather? About five minutes by the clock.

The new order is not important in itself. It is only important when thrown across a screen and examined with wider perspective.

When a man is living—some call it exist-

(See OUR BOYS, Page 10)

Definition: An optimist is an old maid who sleeps in a double bed.

If You Want to Buy

5-Ball Pin Games

— SEE —

PAUL A. LAYMON

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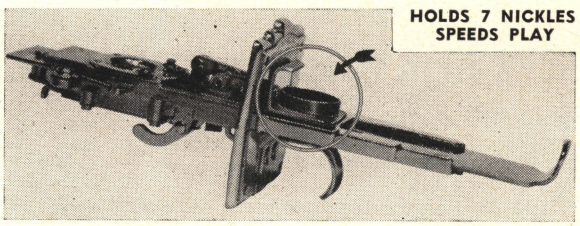

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PROTECT COIN CHUTES AGAINST THE "SHIM ARTIST"
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1 to 5 chutes.....$6.85 each
6 or more..... 5.85 each
1/3 Deposit With Order
We pay postage one way.

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BRAND NEW

IN ORIGINAL FACTORY CRATES

LIMITED QUANTITY

$249.50

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ONE-THIRD DEPOSIT WITH ORDER,
BALANCE C.O.D.

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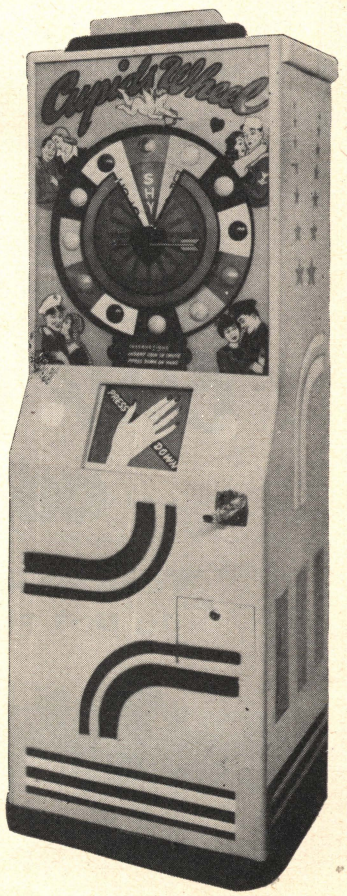
UNITED AMUSEMENT CO.

2812 Main Street **Dallas 1, Texas**



THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

A Mere Road Provides New Coin Machine Frontiers For Tomorrow

By PAUL W. BLACKFORD

ALADDIN had his magic lamp, Prince Ahmed had his magic carpet, and the Coin Machine Operators of America will have a magic road leading to new Coin Machine frontiers when it's all over . . . Alaska. For the Alaska Highway opens up a vast new land waiting for development and as thousands of people seep into this tremendous wonderland to the north the knights of the coin chute must necessarily go right along to provide these thousands with the coin-operated pleasures and services they enjoyed in the States.

Winding its way through the inaccessible country of the far North, the Alaska Highway, incredible achievement even in an era of engineering, is an adventure story equalled but seldom in the annals of high construction.

The adventurers, businessmen, travelers and operators who will tour the twisting miles of grandeur in the post-war period can have little conception of the hardships and dangers encountered by the courageous and ingenious crews who fought against and overcame almost unbelievable obstacles in order that America should have a military highway of great strategic importance in the defense of the Western Hemisphere.

The "road" as it was commonly referred to during construction, was made possible by thousands of workers from every county in America, representing every color, creed and profession. With typical enthusiasm, despite cold, discomfort and lack of facilities, they never wavered in their determination to establish the link to the North which will complete the master Pan-American highway, connecting indestructibly two continents.

Using the newest and best mechanical equipment, supervised by top engineers and personnel management, protected by the never ceasing vigilance of safety engineers, the manpower of 55 contracting companies worked furiously amid the purr of trucks, hum of planes and the clatter and bang of heavier equipment to build the road.

Living in the North is a tough life, even for the hardened trapper, sourdough, or Indian; but the Chuckakos (greenhorns) as the men were termed by the Alaskans and Indians came from a long line of tough stock. Frigid nights, hot days, gnats, black flies, and blood-thirsty mosquitoes were major annoyances but paled into insignificance compared to the almost insurmountable obstacles of the construction itself.

Across river after river the road progressed—the Cut Bank, Sikki, Muskeva, Upper and Lower Laird, Teslin, Lewes, Tana, the Big and Little Gerstle and a thousand and one creeks. The crews worked constantly manning bulldozers, carry-alls, and finally grading off the section with culverts, drains and gravel. Thousands of men made up the many units which worked in both directions from base camp, bypassing each other as their section of the road was completed.

Construction of the road dwarfs the old "trail of '98" and all along its many miles boom towns sprung up to accommodate the demands of the thousands of workers and civilians. These towns are now peacefully slumbering, only to awaken with new fervor and determination to become important cogs in the great scheme of things along the highway, when normalcy returns. In these towns will go thousands of pieces of coin-operated equipment.

Champagne, Tanacross, Circle and Eagle, purely Indian villages and trading posts, are among the most unique and interesting of the settlements. There, accompanied by a symphony of malemute howls and the thrills of the ever-changing Northern Lights, a primitive life is carried on amid the smoke from blazing campfires. Here is a veritable tourist's paradise and the millions flocking

—TURN PAGE

MILLS AWARD CARDS

Special Gold Award in 3-5 Pay, 3-5 Pay Silent, 2-4 Pay Silent

50c PER CARD

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Chicago Novelty—

SUPPLYING AND SERVICING THE COIN MACHINE INDUSTRY!

GUN LAMPS for SEEBURG Ray Guns **90c**

GUN CABLES Five-Wire Standard 8-Ft. Length, Rubber-Covered, Good Quality. **$1.90 ea.**

PHOTO ELECTRIC CELLS (#CE-23) (Can be used on "CHICKEN SAMS," "JAPS," "CHUTES," "RAPID FIRES" and other Ray Guns) **$2.50**

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

$179.50 1/3 Deposit, Balance C.O.D. $179.50

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet-makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray-Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested and cabinets finished in solid Blue lacquer with Black trim. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for $175.00 to save C. O. D. charges, or $60.00 with your order—balance of $119.50 C. O. D.

REPLACEMENT TUBE ADAPTORS

We have all different types of radio tube adaptors available and coming in every day.

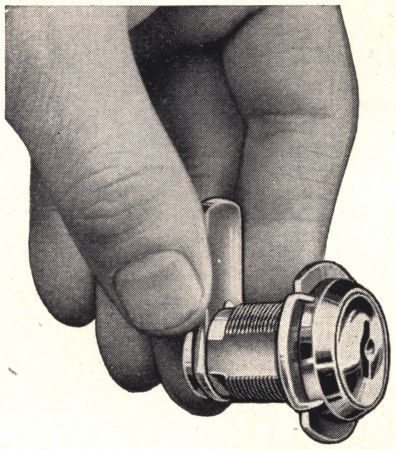
2A4G TUBES R.C.A., Individually Boxed **$2.95**

Photo Electric Cells (Non-Directional) for Seeburg Ray Guns—Will Shoot All Around. **$3.50**

Adaptors Change-Over 2A4G to 2051 FOR SEEBURG RAY GUNS **$1.25 ea.**

CHICAGO NOVELTY COMPANY, Inc.

1348 NEWPORT AVENUE CHICAGO 13, ILLINOIS



He learned to be a Fighter ...working for YOU!

He's gone to war—this ILCO COIN MACHINE LOCK—but he learned to be a tough little fighter in the years he stood guard over your coin machine profits. He'll be even tougher and better when the war is over. Remember that!

OK before the war—*even better after the war!*

INDEPENDENT LOCK COMPANY
FITCHBURG, MASSACHUSETTS

Branches in all Principal Cities

9

to Alaska via the great highway in years to come will liberally patronize the equipment so familiar and useful to them at home.

Alaska's larger cities will provide unlimited opportunities for operators after the war. At present only a handful of operators are active in the territory. Travel is a problem for the operators in lower Alaska for they must use air or water to get from town to town. Further north limited highways and the Alaskan railway provide additional means of getting from place to place. However, the over-all picture has never been particularly interesting to the operator and the few now operating have been content to confine their operations to a very limited area. The last time I was in Alaska, prior to the War, I was amazed at the number of machines location-owned. Old "clunks", a dozen years old, were still at work, and nary an operator within hundreds of miles. All of this is doomed to be changed in the years ahead.

After the war the Alaska Highway, built and paid for by the United States, will be turned over to Canada, and along its many miles in the Dominion will be coin machine opportunities.

Shangri-La valleys, glaciers, snow-covered mountain peaks, stately forests of spruce and pine, as far as one can see in all directions, and uncountable lakes of glimmering azure will greet the eye of the pioneering operator. And, if he is inclined to fish and hunt, he'll find a veritable paradise. I have seen fish so thick in a stream that a boat could not be rowed. Anyone could merely lean down and lift out a 10 or 12 pound salmon.

The highway's main use is not to be for pleasure touring exclusively after the war. It will be a gigantic artery snaking its way over vast areas of Canada and Alaska, connecting industrial areas over which supplies can be transported with great speed.

IF YOU WANT TO SELL
Any Type of Coin-Operated Equipment
— SEE —
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See Ad on Page 10

The highway opens up millions of square miles, a new frontier for pioneers. When the war is over and the post-war problems of rehabilitation settled, the world will turn its attention to the great Northwest where lies Alaska's and Canada's great wealth of minerals, lumber, furs and a hundred other important industrial items.

Just as the fertile prairies offered opportunities in the birth of the West, so may this untapped country be developed when the peace of the world is assured, and men turn to their task of nation building. The operator with an eye to the future and new and profitable expansion on new frontiers will not forget . . . ALASKA!

Texas Gum Men Meet

MERKEL, Tex.—A meeting of the Associated Chewing Gum Operators of Texas has been called for May 29th in Houston, by John Horn, secretary.

* * *

Teacher: "Name one important thing we didn't have a hundred years ago."
Jimmy: "Me!"

Mrs. Jones: "I saw your husband at the masquerade, chasing after a hula dancer in a grass skirt."
Mrs. Brown: "Why, the old rake!"

* * *

She was a good girl as far as good girls go and as far as good girls go she went.

There is no substitute for Quality
Quality Products Will Last for the Duration
D. GOTTLIEB & CO.
CHICAGO

SLOT OPERATORS
HERE ARE YOUR PARTS

	Ea.
Reel Strips "Set"	$ .90
Jack Pot Glass "Wired"	1.00
Jack Pot Glass "Safety"	1.00
Jack Pot Glass "Blue"	1.00
Q.T. Jack Pot Glass "Wired"	1.00
Reel Glass "Set"	.75
Escalator Glass	.50
Complete Set Blue Glass for Blue-Fronts	2.50
Mills Handles	2.00
Club-Handles "Chrome Grip"	4.90
Back Doors "Mills"	5.00
Back Doors "Pace"	5.00
Cash Box Doors	2.50
Bell Locks	3.50
Bell Locks "Used"	2.50
Award Cards 3-5 Pay	.25
Award Cards 3, 4-6, 9-11, etc.	.50
Award Cards, 3, 4-6, 9-11, G. A.	.50
Award Cards, 2, 3-5, 7-9, etc.	.50
Reserve Jack Pot Inserts	3.00
Futurity Lower Castings	9.90
War-Eagle Lower Castings	10.90
Blue-Front Lower Castings	12.90
Mint Vendors "Side"	4.90
Clocks	15.00
Clocks "Exchange"	9.90
Sets 3-5 Slides 5c	24.50
Sets 3-5 Slides 5c "Exchange for 2-4"	14.50
Sets 3-5 Slides 10c	27.50
Sets 3-5 Slides 10c "Exchange for 2-4"	14.50
Sets 3-5 Slides 25c	29.50
Sets 3-5 Slides 25c "Exchange for 2-4"	14.50
Light Cabinets for B-Fronts, War Eagles, Roman-Heads, etc.	18.50
Light Cabinets, Used but good	11.50
Complete Jack-Pot Assemblies 5c, 10c, or 25c	19.50
Complete Jack-Pot Assemblies 50c	26.50
Knee Action Levers, set	17.50
Knee Action Levers, "Exchange"	10.00
Operating Lever Springs	.65
Long Escalator Springs	.25
Payout Slide Springs	.25
Other Parts—Write	

STANDS AND SAFES ALL GUARANTEED LIKE NEW

Folding Stands, each	$ 7.50
Folding Stands, Heavy, each	9.50
Folding Stands, Heavy Locking, each	10.50
Safe Stands, each	25.00
Safe Stands, without keys, each	16.50
VEST-POCKETS 5c Chrome, Meter, each	79.50
Q.T.'s 5c Late Like New, each	149.50

MILLS SILENTS . . . REFINISHED LIKE NEW INSIDE, OUTSIDE.
CLUB-HANDLES, SINGLE JACK-POTS, KNEE-ACTION, ETC., 3-5 PAY
5c Silents ....$224.50 10c Silents ....$324.50 25c Silents $424.50

CUT DOWN ON YOUR INVESTMENT.
GOOSE-NECKS, MILLS, JENNINGS, WATLING BLUE-SEALS, ETC.
RENEWED, REFINISHED, REBUILT
LIGHT CABINETS, 3-5 PAY, GLITTER GOLD FINISH, ETC.
5c Machines ....$99.50 10c Machines ....$124.50 25c Machines $149.50
1/3 DEPOSIT, BALANCE C.O.D.

EXPOSITION GAMES CO.
989 GOLDEN GATE AVE. SAN FRANCISCO 2, CALIF.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

LOS ANGELES SEE BILL HAPPEL

BADGER'S BARGAINS

MILWAUKEE SEE CARL HAPPEL

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

NEW AMUSEMENT MACHINES

NEW "SHOOT YOUR WAY TO TOKYO" 330.00
NEW "SKEE BALL" BOWLING SENSATION 249.50
NEW TOKYO RAIDER..... 395.00
(DRIVEMOBILE CONVERSION)

NEW "SELECTORSCOPE" FORTUNE TELLER $375.00
NEW "PERISCOPE," NEW AND DIFFERENT 395.00
NEW JAP SKY FIGHTER..... 395.00
(SKY FIGHTER CONVERSION)

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A Sturdy Case, Reinforced Metal Corners. Soft Plush-Lined, Holds 60 Records. Price..... $4.95

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4 Mills Gold Chromes, 25c
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4 Mills Regular Chromes, 25c
3 Mills Brown Fronts, 5c
2 Mills Brown Fronts, 10c
10 Mills Brown Fronts, 25c
6 Blue Crackle Q.T., 5c
2 Mills Gold Award, 25c
1 Glitter Gold Q.T., 1c
12 Mills V.P. Blue & Gold, 5c

1 Mills Gold Award, 5c
1 Mills Gold Award, 25c
1 Mills Bonus, 5c
1 Mills Smoker, 5c
18 Mills Blue Fronts, 5c
12 Mills Blue Fronts, 10c
10 Mills Blue Fronts, 25c
2 Mills Blue Fronts, 50c
1 Mills Cherry Bell, 5c
1 Mills Cherry Bell, 25c
4 Jennings Silver Chief, 5c
1 Jennings Silver Chief, 10c
1 Jennings Silver Chief, 25c

6 Jennings Chiefs, 5c
1 Jennings Chief, 10c
2 Jennings Chiefs, 25c
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2 Mills V.P. Chromes, 5c
8 Mills Four Bells, Rebuilt, New Cabinets
5 Mills Three Bells
2 Keeney Super 2-Ways, Cash
8 Keeney Super (Comb.)

12 Mills Jumbo (Comb.)
1 Bally Sun Ray, Free Play
1 Evans Dominoes, Late '41
2 '41 Bangtails, Late, J. P.
2 '41 Bangtails, Lateee, J. P.
5 Bally Club Bells
6 Baker's Pacer, D.D., Late
1 Baker Pacer, Late Model
1 Pace Racer, 25c Brown
7 Pace Saratoga, '41, Late
4 Mills Jumbo, Late, F. P.
16 Mills Jumbo, Late High Head, Refinished

SPECIAL Mills Jumbo Parades, P. O., late models, high heads, refinished and rebuilt like new..... $149.50

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MODERNIZED REPLACEMENT CABINETS. GLAMOROUS DESIGN, BEAUTIFULLY ILLUMINATED MODERNISTIC GLASS PANELING, CABINET NATURAL FINISHED WOOD, EXQUISITELY GRAINED. ADAPTABLE FOR ANY TWIN (12) 20 OR 24 RECORD MECHANISMS. SPECIAL PRICE, $59.50. ONLY A LIMITED SUPPLY AVAILABLE.

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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

OUR BOYS

(Continued from Page 6)

ing—in a remote and forlorn region, with his activities restricted by environment and further curtailed by needs of the military, the one item he covets above all else—and jealously guards what little he has—is freedom. The slightest imposition upon that freedom starts morale on the long ride to oblivion.

According to psychologists and the "how to be happy though living" school of philosophy, a well-rounded life consists of work, social life, and sports or recreation. An over-accent on any of these causes unbalance and unhappiness.

The two S's—social and sports—are the sore spots in an outposter's life. The first, naturally, is out because in order to have a social swim, there must be female fishes; but the worlds' best bait cannot lure them up here.

Recreational facilities are on the agenda and their day is coming—as surely as victory—but why can't the time spent writing and enforcing new regulations be used to hurry that day?

Men can be fed with vitamin-packed victuals, appetizingly prepared; they can be housed in the finest accommodations with every comfort facility available; their work can be made as attractive as possible. Yet the store of nervous energy grows and cries for outlet. If the cry is ignored, blockage sets in, followed by stagnation and staleness; mental and physical apathy. Egress may come in the form of irritable, trigger-tempered outbursts on slight provocation, leaving shredded nerves and hostility foaming in its wake. Then again energy can be sublimated into sports and games which are eye-sharpening, invigorating to the mind and body. Which form of outlet is most salutary?

When the top-rankers answer this question, they won't find it necessary to answer any more "morale" questions about we outposters.

Yours for quick victory—the greatest morale booster of 'em all.

Cpl. Louis Karnofsky

Dear Mr. Blackford:

I am writing this letter from the station which I left more than seven months ago and which, in that period, has become a considerably changed position. There has been a tremendous turnover of men, for one thing, and also of officers with a consequent change in policies.

The men with whom I am now working are potentially fighting men of the best sort. We are a young, active and combat-minded group of soldiers with real energy instead of the dull oft-timid and civilian-thinking group which I'd left behind.

I am now a radio-repairman, which is a

(See OUR BOYS, Page 16)

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From 195 Count to 5/8
WRITE
J. A. BARRON
109 Jenkins Street, Houston 3, Texas

If You Want to Buy
One Balls, FP & Cash
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CONVERTED FROM
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Streamliner, United's latest conversion, is sweeping the nation. Send in your obsolete STARS today.

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GRAND CANYON
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You'll Get and Hold the Play With Games Revamped the UNITED Way!

See Your Distributor Now or Write Direct
United MANUFACTURING COMPANY
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Practical Exporting After the War

IV. Legal Aspects of Foreign Trade

By Alexander K. Ginsburg

Attorney at Law

(Exporting will become an important part of the business of many a Coin Machine Jobber and Distributor after the war. To pave the way for an easy participation in this new business we are presenting a group of informative addresses on Exporting delivered at a recent Foreign Trade Clinic of the Los Angeles Chamber of Commerce. This is the fourth in the series.)

In thinking of law as it affects foreign trade, we must keep in mind that where one of the parties resides here, and the other party to the transaction resides in a foreign country, a question of first importance is as to which country's law is to be applied in determining the rights and liabilities of the parties in the event of a dispute arising between them.

Assuming the laws of each country are different, as is usually the case, a conflict of law arises, which in legal science is termed "private international law." This term is not to be construed as meaning that private international law is a superstratum of law or that it is a superior system of law to that of the individual countries concerned, but is simply to be distinguished from that system of law concerned with the law of governments or nations, otherwise known as public international law.

Private international law is simply the application or effect of, for example, the law of California as applied to a suit brought locally on a contract which was executed in Sydney, Australia.

1. Agreements Between Principal and Agent.

In the first part of this discussion we will treat of the legal aspects of agency relationships between foreign traders residing in this country and those residing in some foreign country.

At the outset it should be stated that no legally drawn agreement is ever an adequate substitute, no matter how expertly drawn, for the careful investigation which will reveal the character, integrity and reputation of the representative whose services are sought as an agent.

But this vital and basic fundamental having been examined, let us consider some of the legal factors which control the rights and liabilities of principal and agent.

The same principles will govern, of course, whether a local foreign trader is to be an agent of a foreign principal, or whether the local foreign trader is to be a principal to an agent in a foreign country.

An agency is a relationship in which one person, called an agent, represents another person called a principal, in dealings with third persons. The word "agent" stems from the word "ago" meaning a doer, a force, or power that accomplishes things.

Persons may be agents though not answering strictly to that name. There are various types of agencies in foreign trade, as there are in domestic business. A dealer, distributor, factor or manufacturer's representative are some of the designations. It is not the name used to denote the parties but their true legal relations which determines whether an agency relationship exists.

In certain foreign countries the use of the term "agent" or its equivalent in the foreign language should be avoided, since it may subject the exporter to taxation on the business he does in the foreign country.

A commission agent, under the laws of many foreign countries, is considered to be a member of a class of merchants whose rights, powers and liabilities are defined by the code or civil law. The status of goods sent to him for sale or on consignment is likewise set out in the law, which also establishes certain duties which the principal has toward the agent.

When appointing a commission agent or sending goods on consignment it is advisable to ascertain what the laws of the foreign country provide, so that the rights of the principal may not be injured by a failure to comply with the legal requirements relating to formal notices, repossession of merchandise or other matters which might not otherwise come to the attention of the principal. In most cases the relation should be established by a formal contract.

As an example of the complexity of the project, the laws of New Zealand have provided that if the nonresident principal has an agent in New Zealand who takes goods on consignment, or who makes sales on a commission basis and has the goods shipped directly to the purchaser, the transaction is considered to have occurred in New Zealand and the principal is liable for income taxes in New Zealand.

The law permits the agent to withhold

TURN PAGE

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ALL MACHINES COMPLETELY RECONDITIONED

If Not Satisfied, Return Within 10 Days, Money Will Be Refunded

ONE BALL PAYOUTS

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1 Fairmont	$750.00
5 Turf King	565.00
12 Jockey Club	550.00
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11 Kentuckys	398.00
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14 Santa Anita	325.00
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KEENEY

1 Stepper-Upper	$130.00
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1 Mardi Gras	$ 70.00
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1 Spinning Reels	$125.00
1 One, Two, Three	75.00

CONSOLES

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1 Three Bells	$1225.00
3 Four Bells	750.00
33 Jumbo Parades	175.00
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KEENEY

2 4 Way Super Bells—3/5c-1/25c	$950.00
2 2 Way Super Bells—5c and 25c	700.00
1 Skill Time—'41	175.00
2 Track Time (Red Head)	125.00
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JENNINGS

2 Silver Moon	$150.00
2 Bob Tail—F.P.	130.00
1 Liberty Bell	25.00

EVANS

1 Pacer—'42	$450.00
1 Lucky Lucre—'42	425.00
3 Galloping Dominoes (Late Head)	295.00
1 Roulette Jr. (Late Head)	250.00
1 Lucky Star—'42	225.00

BALLY

2 Big Top—F.P.	$125.00
1 Ray's Track	75.00

EXHIBIT

1 Chuck-a-Luck	$ 45.00

PACES

1 Races—Brown	$180.00
2 Saratoga—'41	170.00

BAKERS

4 Pacers—D. D.	$325.00

SLOTS

MILLS

1 25c Blue Front	$300.00
1 10c Blue Front	220.00
15 5c Blue Front	185.00
2 5c Bonuses	250.00
1 25c Roman Head	270.00
1 10c Roman Head	220.00
2 5c Roman Head	190.00
1 5c Front Vendor	95 00
2 25c War Eagle	275.00
3 10c War Eagle	200.00
8 5c War Eagle	150.00
1 5c Dial	125.00
1 10c Lion Head	80.00
2 5c Lion Head	60.00
2 5c Melon Bells	175.00
1 1c Arrow Vendor	45.00
1 5c Arrow Vendor	50 00
1 10c Rockola Dbl. JP	75.00
1 5c Rockola Dbl. JP	60.00
1 5c Diamond Front Vendor	95.00
1 10c Glitter	130.00

JENNINGS

1 5c Chief—One Star	$125.00
2 1c Little Duke	25.00

WATLING

1 25c Blue Seal	$ 80.00
1 10c Blue Seal	65.00
4 5c Blue Seal	40.00
1 10c Single Jackpot	70.00
1 10c Twin Jack Pot	60.00

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1 Submarine	$225.00
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1 Rapid Fire	$225.00
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1 Try Your Strength	$ 75.00
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ROCKOLA

1 World Series	$100.00
1 Ten Pins	60.00

INTERNATIONAL MUTOSCOPE

1 Pistol Sniper	$225.00
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3 14 Ft. Skee Balls	$200.00

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1 Skee Ballette	$ 85.00

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1 Warner Voice Recorder	$595.00
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COUNTER GAMES

Columbia Fruit Reel	$ 80.00
Columbia Bell Cigarette Reel	80.00
Shipman Stamp Machine, New	30.00
Bally Reliance Dice	35.00
ABT Target Pistols	25.00
5c American Eagle	20.00
King Six	19.00
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1c, 2c, 5c, Coin Chutes; New Replacement Rectifiers; Ray Gun Lamps, 30 Wire Cable, Poker Rubber Balls, B.B.'s for ABT Rifle Range; Also Large Stock of Parts.

500 Other Machines Not Listed

Crating Charge on Floor Machines $7.00 on Each Machine

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the amount of the tax from money due the principal. Speaking parenthetically, a withholding provision is no doubt familiar to most of you here as income taxpayers.

The instrument from which the agent derives his authority to act is called a power of attorney. In the Latin American countries the law requires that powers of attorney must be registered in the proper Public Registry of Commerce or be protocalized by a notary. It becomes a public document and must meet the tests of courts of law or other official or quasi-official bodies in the country of use.

The power of attorney in foreign countries, especially in those of Latin America, is a far more superior instrument to what it is in our practice.

Unless the power is drawn with the utmost care and with a full and complete knowledge of the tests to which it will be subjected, it may prove insufficient to accomplish the very purpose for which it was executed, in which case a new power of attorney would have to be drawn reciting specifically the powers which the original power failed to include.

Whether the agency is one of exclusive distributorship or of lesser scope, if a mutually profitable business is to result to principal and agent, the parties usually want some assurance of continuance of the relation.

Formal agency contracts are generally to be preferred to loose and indefinite arrangements. They are accorded greater respect by importers and dealers in foreign countries; they furnish a convenient index to the rights and liabilities of the parties; they possess greater evidential value in case of litigation, and they are more easily brought to the notice of third parties having dealings with the agent.

Some of the provisions which will usually be included in the contract of agency are:

Whether the agent is to be an exclusive agent or whether other agents may be appointed and whether the agent may or may not represent other principals handling similar lines or different lines of merchandise:

The territory to be covered, and the penalties to be imposed for infringement of the territorial limitations;

The duration of the contract and the rights if any to accrue to the principal in the customer lists developed by the agent, upon termination of the agreement;

Provision for the renewal of the agreement;

How the contract is to be terminated, when by notice and how by default;

How the agent's compensation or commission is to be calculated and paid, and when it is to be considered earned: at the time the shipment is made or when the proceeds of the sale are accounted for; and

The extent to which the principal is authorized to approve credit standing of the customer.

It is most advisable to insert a clause declaring the law under which the contract of agency is to be interpreted. The parties should expressly stipulate in the contract that their rights and liabilities shall be governed by the law of a particular American state or by that of the foreign country.

What the law of the foreign country is will, of course, determine whether or not the local foreign trader would consent to have an agreement interpreted and adjudicated according to that country's laws, as will also the importance of the transactions.

The foregoing items to be incorporated in an agency agreement are far from being complete, but simply indicate some of the numerous items required to be considered and provided for in properly drawing up an adequate agency agreement.

Since an agent's acts are, as a rule the acts of the principal, the latter is bound by contracts made by the agent for the principal. The transaction must be, of course, one which was authorized by the principal or which is subsequently ratified by him.

The word "contract" here must not be considered in the form of a formally drawn

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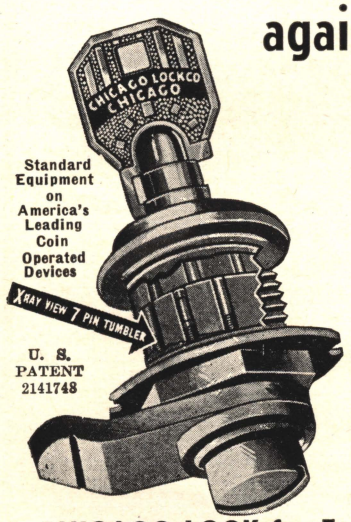
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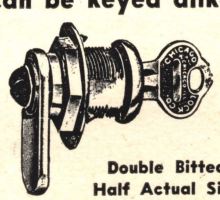

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legal instrument. It simply refers to any commercial transaction involving offer and acceptance between competent persons.

The principal is liable even if the contract is made in the agent's name, provided the other party knows the person with whom he is dealing is acting merely as an agent, unless the statute law provides to the contrary.

When a contract is made by an agent under his power of attorney the agent incurs no personal liability, nor does he impliedly guarantee the honesty, solvency or good faith of his principal.

However, in the State of California an agent may be held personally liable when he contracts for a principal and fails to disclose who his principal is; also when he contracts in his own name; when he contracts for a non-existent or incompetent principal, and most importantly, when he exceeds his authority as agent, because in this latter situation he is liable on his implied warranty of authority.

If the agency agreement is to be worth anything, it must enable either principal or agent to recover damages from the other for a breach of its terms. For that reason the financial responsibility of the contracting parties should be assured. This can be met, among other ways, by requiring the posting of a bond predicated upon the faithful performance of the obligations of the contract.

Although Mr. Elliott will discuss the subject of arbitration, I might say here that where arbitration clauses are included in agency agreements, most countries of the world provide that awards of the arbitrators are enforceable in a court of law.

Their is no reason to believe that the courts of most civilized foreign countries will not render the same quality of justice as may be secured in our own courts.

2. Contracts of Purchase and Sale.

In this second part of our discussion which deals with that phase of the subject relating to contracts of purchase and sale, it is perhaps needless to stress that before any transaction is undertaken with a purchaser or seller in a foreign country, that adequate investigation be first pursued to satisfy one's self regarding the business and financial integrity of such buyer or seller.

Every sale or purchase is a contract whether it is the result of a verbal agreement, the exchange of letters and cables, or whether it is the result of a formally drawn sales or purchase agreement. No transaction is worthy of the effort of negotiation if there is not a bona fide intention of both parties to fully perform and live up to its terms and conditions.

It is primarily for the purpose of eliminating indefiniteness and uncertainty concerning their intention that parties reduce their understanding to writing. In foreign trade, because of the great distance between the negotiating parties and to minimize the mental hazard that may exist, the parties usually adopt a formal type of agreement of sale, setting forth their intentions.

When all of the foreseeable and usual contingencies are covered by carefully considered conditions of sale, disputes will be usually avoided. Provision for the quality, quantity and price of the commodity as well as for the terms of payment, inspection, insurance, duty and other items will nullify the mental hazard of doing business under loosely worded or understood phases of the transaction.

As in the case of agency agreements, perhaps the first question to consider relates to the law governing a particular transaction between an American and a foreigner. Which country's law is to govern? How is this to be determined? In case of a dispute it is apparent that two different jurisdictions are involved.

In the absence of a definite agreement of the parties establishing under which law the agreement is to be interpreted in case of a possible dispute, private international law may dictate that the place where the contract was made shall govern; or, that the place where the agreement is to be performed shall be the lex fori.

Without an understanding of the commercial laws of the foreign country a complete or adequate money judgment in satisfaction of a possible dispute may not be had. Consequently, the doubts on this point can be resolved in advance by an express stipulation to the effect, for instance, that all the terms and conditions of the agreement shall be construed and interpreted according to the laws of the State of California.

Whether the parties reduce their nego-

TURN PAGE

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ALL CLEAN AND REFURBISHED

2 Bally "Kentuckys"	$425.00 Ea.
2 Bally "Sport Kings"	400.00 Ea.
3 Bally "Long Shots"	400.00 Ea.
2 Bally "Santa Anita"	400.00 Ea.
3 Bally "Grand National"	135.00 Ea.
3 Bally "War Admirals"	250.00 Ea.
1 Bally "Lite-A-Pak"	35.00
1 Jennings 5c Cigarette "Grand Stand"	35.00
2 New "Penny Klix"	10.00 Ea.

Immediate Shipment, 1/3 Deposit, Balance Draft Attached

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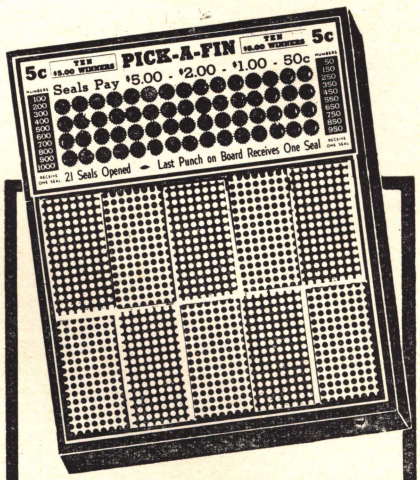
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TEN $5.00 WINNERS 5c
Seals Pay $5.00 - $2.00 - $1.00 - 50c
21 Seals Opened
Last Punch on Board Receives One Seal

PICK-A-FIN average profit is now $33.05. Operated CONSISTENTLY in hundreds of spots for over two years.

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Jumbo holes, CIRCULAR sewed gold foil seals, hand stamped winners. Good ticket.

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60 seal board of which 21 seals are opened. 10 seals @ $5.00, 1 seal @ $2.00, 1 seal @ $1.00 and 48 seals @ 50c. Average per seal $1.28⅓.

1200 holes take in.....$60.00
Average Payout..... 26.95
Average Profit..... 33.05
Maximum Profit..... 49.50

Same style 1200 hole board in other 5c, 10c and 25c play.

5c PLAY TEN SPOTS, Average Profit....$31.16
5c PLAY WIN-N GRIN, Average Profit.... 32.84
10c PLAY PICK-A-TEN, Average Profit.... 59.40
25c PLAY $25.00 SPECIAL, Average Profit....137.07

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tiations to a formally written instrument or build it up as a result of offer and acceptance in the form of telephone conversations, letters or wires, the basic essentials of a contract must be present in order to bind the parties.

Under the Statute of Frauds in this state, an agreement for the sale of goods of $500 or over must be in writing or an action for its breach cannot be maintained, unless the buyer accepts part of the goods or gives something in partial payment of it.

Obviously, if the negotiations for a sale or purchase are not reduced to a formally drawn document then the various letters, telegrams or other written memoranda must, taken together, spell out an agreement.

Often an essential element of a contract in the offer or counteroffer and acceptance is missing but is not detected until it becomes necessary to seek the enforcement of the legal rights and liabilities of the parties, because of a breach of failure of performance by one of them.

Consequently, it is not unusual for experienced foreign traders to standardize on a form of agreement which makes provision for all of the usual contingencies in foreign trade and provides for the remedies available to the injured party.

Quite obviously, too, it is not always possible to delay the completion of a transaction pending the signing of the agreement by the parties, and much foreign trading is accomplished by cable, by correspondence and by the issuance of formal purchase orders without prior negotiations.

Since this discussion is concerned only with the legal aspects of these negotiations, we must necessarily concern ourselves with the question at all times whether the intention of the parties as expressed by the words used by them in their exchange of cables and other writing has spelled out an enforceable agreement.

Manifestly the subject of contracts of purchase and sale is too vast to go into any great detail here concerning what language used by the parties under such circumstances shows an intent to form a binding contract.

But suffice it to say that the essential elements of a contract consisting of consideration, offer and acceptance, competent parties and lawful subject matter will generally, in the absence of fraud or mistake form a binding agreement.

Where the parties to an agreement of sale or purchase have not expressed their intention as to which law shall govern their rights and liabilities, the court may decide that the place of contracting or the place of performance controls. A contract is supposed to be made at some place, and the place where it becomes complete is the place where it is made.

If a contract is made by exchange of letters or telegrams it is held to have been made at the place where the letter is mailed or telegram filed, containing an unconditional acceptance by one party of the offer of the other, unless the offeror stipulates he must actually receive the acceptance to constitute an agreement.

If the communications are oral, such as by long distance telephone, the same principle would require that the contract should be deemed to have been made in the country where the offer of one is accepted by the other. The place where the last act necessary to complete it was done will determine the place of contracting.

In wartime, perhaps more so than during normal periods, there is likely to arise more contingencies to prevent full or timely performance of contracts. Since most such events are usually beyond the control of the parties, it is next to imperative that all of the causes which might arise to prevent performance and which are beyond the control of the parties be excused or expressly excepted from the contract conditions.

As a general rule a party is bound to perform the promises he has made no matter what may interfere to prevent full performance. If he wants to escape liability for nonperformance he should provide against impossibility of performance, whether it be of an act of God, or of war, or even of death itself, unless, of course, in this latter situation the contract contemplates the personal services of one or both of only the parties themselves.

Frequently governmental rules or legislative enactments will abrogate private agreements, and while in general this will legally prevent performance and discharge the party from performi it is better to provide pressly stipulating it as excuse complete perform

A failure to deliver does not excuse the se the ship on which th ried is torpedoed an seller cannot obtain re goods if such a contin vided against in the c er has the promised p only those causes whi gether have agreed causes excusing perf recognized.

Ordinarily, time of d tion is not of the essenc of sale or purchase in fo delays which are not cha er cannot be made the damages for failure to d time.

Because of the possibi herent in foreign trade i advisable to promise fix

3. Claims.

The subject of claims standpoint of demands a

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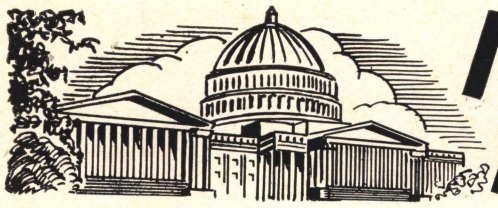

National News Notes

FORT MEYERS, Fla.— Robert Norman is winding up his Arcade operations here to be ready for his return to the navy as a chief petty officer. Bob was formerly with International Mutoscope in New York and lately had Arcades here and in Tampa, Clearwater and St. Petersburg.

DES MOINES, Ia.—C. Aubrey Gibson has disposed of his music store to Joe Epstein of Superior Sales Co., and intends to leave for California in the near future. Epstein previously acquired the phonograph routes of Gibson Distributing. The store will be used for sale of new and used records.

WASHINGTON, D. C.— Good news for ice cream manufacturers and operators of ice cream vendors came from the War Production Board the first of May when manufacturers were permitted a slight increase in the butterfat content of ice cream.

CHICAGO —Al Sebring is laying aside a little of the family fortune to plank on brother M. J.'s nags when they race at Sportsman's Park this season. Al is head of Bell Products Co. and is not as enthusiastic a racing fan as M. J.

ST. LOUIS — Three years ago Carl Trippe of Ideal Novelty Co., donated an automatic phonograph to the local USO and since then the "thanks" have been repeated many times. A recent letter told Trippe how the boys danced to the music the machine provided every night.

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SALISBURY, N. C.—A signal honor befell Frank H. Burns of the Burns Music Co., recently when he was appointed commissioner of Boy Scouts for Rowan county.

DETROIT—Henry C. Lemke swore off work on May 7th and settled down for a little good old fashioned celebratin' for it was a triple occasion for Henry. It was his 45th birthday, his 25th wedding anniversary and the 25th anniversary of his entry into the coin machine field.

WASHINGTON—The Office of Price Administration has relaxed the rationing regulations on new and used tires for small-sized truck and passenger cars. Order is due to the increased manufacture of synthetic rubber tires.

HOLLYWOOD—The Hoosier Hot Shots, hillbilly combo, arrived here on May 10th to do a picture for Columbia Pictures as the first of a contract calling for five and an option of four more.

NEW YORK— Phil Gould underwent an operation for appendicitis at the Jewish hospital in Brooklyn and is now well under way to complete recovery.

CLEVELAND— The Cleveland Phonograph Merchants' Association tied in with the WAVE Recruiting Drive by posting recruiting information on each of the member phonographs. Tie-in is to run for six months.

NEW YORK— John Fitzgibbons, Jr., son of the well-known coin man, is now at the Columbia University midshipman training school.

DETROIT — Two important route changes were made here during the past month. C. L. Chadwick decided to kiss the coin machine field a temporary good-bye and operate a tavern and has disposed of his music operation. Second deal concerns the Hornbeck Music Co., Dearborn, which has been taken over by Lena Hornbeck and a new entry to the business, Louis Ambrosine. Firm is around ten years old and has a fairly large music operation in the city and suburban towns.

PHILADELPHIA—April 30th was a big day for Joe Silverman, business manager of the local marble table association. His son, Lieut. Alvin Silverman who had received his wings several days before, planed home to marry Blanche S. Jaffee at Beth Sholom Temple. Silverman has another son, Amond, who is a seaman 2/c in the service.

DALLAS—Mr. and Mrs. Frank O'Brien announce the recent arrival of Kathryn Ann O'Brien. Pappy is head of the Acme Amusement Co.

NEW YORK—A meeting of the Arcade Owners' Association was held May 4th at the Hotel Abbey. Al Blendow, AOA prexy, reveals this to be the last meeting of the spring season.

CLEVELAND— Morris S. Gisser of Cleveland Coin Machine Exchange, has received a very laudatory letter from S. H. Mandel, chairman, Cleveland B'nai B'rith War Service Council, thanking him for a donation of games for the recreational room at Crile Memorial hospital which has just opened to care for members of the armed forces wounded in action.

KANSAS CITY, Mo.—16 months' litigation came to an end here the last of April when Mars, Inc., Chicago candy bar manufacturers, agreed to pay a fine of $515,000 in settlement of the Office of Price Administration's treble damage claim action. Damages totaling $1,235,000 were sought for overcharges the firm is claimed to have made on candy sold between August 1, 1942 and December 24, 1942. Judgment was the largest obtained to date by OPA.

CHICAGO—Ted Kruse and Gertrude Remde have set June 3rd as the date for wedding bells to ring for them in the bride-to-be's home town of Aberdeen, S. D. Ted is a partner in the firm of Kruse and Connor operating the new Amusematic Playroom, and Gertrude—she's a cashier in the spot.

CHEYENNE, Wyo.—The Royal Music Co., phonograph operating organization, has been taken over by a group of Cheyenne business men, from Denver interests, and Charles J. Hughes, on leave of absence from Cheyenne Light, Fuel and Power Co., is in charge of operations for the present. Firm has around 100 machines operating.

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OUR BOYS

(Continued from Page 10)

far-cry from being a record and radio promotion man for the RCA-Victor distributor in Philly. And also considerably different from being a reporter and news-hound. But the life here is considerably different from what we'd had last year. Bivouacing for lengthy periods on simulated field-problems is no longer uncommon. And "K" rations, dried foods, are practically a matter of regular diet. Though no one will ever get fat on "K" rations I've never seen anyone starve, either. Though a good cooked meal certainly tastes good after a few days or week's diet of canned food.

Bivouacing may sound rugged and rough. But in reality it is not too tough after one becomes accustomed to the cold nights on the ground. Two blankets underneath one's body, plus a vigorous day's work, enable anyone to sleep quite soundly. In fact the sound of morning activity is occasionally heard just about one minute after closing up shop for the night, it seems.

Don't think that I've yet become a hardy pioneer. It will take much more than some limited Army training to make that change. But I'm on the path to becoming a much better trained soldier, able to ably perform my duties and live in outdoor fashion than ever before.

After 17 months in the Army I'm grateful for this opportunity to secure some good training after going through a very slovenly basic training period during which I had little, if any, actual military experience. One thing about the Army is that it permits no untrained personnel to move into any active or overseas area without going through a strict refresher course or else a severe preparatory program. And though I'm only in the basic stages of such a schedule I can easily imagine how difficult the remainder will be until I become accustomed to it. Lots of fun in store, I'm sure.

Since the time I last wrote you, I've met "the" girl. You know, the one every bachelor is looking for and thinks he'll never meet.

Her name is Sylvia and she also works for the Army, but in civilian capacity. She's short, just comes up to my chin, in fact someday I'll try eating a bowl of soup off her head and since I'll probably be paying for her clothes by that time you can be pretty sure it won't spill. Sylvia has pitch black hair—black as a starless night on guard in enemy territory. And what large, black eyes. And I didn't give her any black eyes either. But just describing her makes me kinda funny and sentimental, so I'll quit. But perhaps when the war is over and I get a chance to travel at my own leisure and expense I'll bring her to California and put Hedy Lamarr and Dorothy Lamour to wondering what the hell they were doing posing as lovelies when Sylvia wasn't claiming much.

Don't sound very biased on the subject of Sylvia, do I, Mr. Blackford? Don't tell me. I know!

There isn't much else I can write now. But please let me hear how everything is in the Coin Machine Business and how some of the others who worked for you are doing. Especially about Herb Mitchell. Maybe I'll catch up to him someday.

Incidentally, thanks lots for the pictures of the gals. The boys still take stray peeks at the lovely flesh and get goose-pimples.

Pfc. Harry Bortnick

The following letter was received recently by Mac Mohr, Los Angeles, from Earl Hubbert, formerly of the Baker Novelty Co., Chicago, who is now with the Armed Forces in England.

England

Dear Mac:

Long time since I have written you and have traveled around quite a bit. After covering most of the States (never did get to California) we were shipped over here about two months ago.

Well, Mac, we have just taken over everything and don't mind the "Limeys" at all. Had quite a time in London a short while ago. Lots of entertainment and got a kick out of their "Penny Arcades." The only thing they are up-to-date on is that they are laid out exactly like ours in the States, and for a while I felt right at home. Took lots of pictures of the various historical buildings and hope to show them to you soon. Hope you are well and that things are going okeh.

T/Sgt. C. B. Hubbert,
748th Bomb Squadron,
APO 557, c/o P. M., New York.

Bars for Army

NEW YORK—The army has requested 200,000,000 more chocolate bars for shipment overseas and for servicemen in training camps at home by June 30th and bar manufacturers are intent upon supplying the quantity requested. All of which means there is likely to be fewer candy bars for vendors in the next few months ahead.

Letters TO THE EDITOR

Dear Mr. Blackford:

I sincerely regret that I was unable to contact you during my visit to Los Angeles. I received your message at the hotel following my call at your office.

I would have enjoyed spending a few minutes with you, or hours for that matter, but due to limited time, and difficulties due to wartime congestion, I found it impossible to see scores of my acquaintances in the Coin Machine business on the West Coast, and I would like them to know through your publication that, after victory, when conditions again permit, I shall look forward to another happy visit to your wonderful Golden West.

Anticipating an early fruition for that hope, and with kindest regards to you and your organization, I am, sincerely yours,

Alfred Block of
Block Marble Co.

* * *

Jim: How is it you get in the theater for nothing?

Roy: (Don't say nothing.) I walk in backward and the doorkeeper thinks I'm coming out.

Sensation of Club Consoles

MAY BELL

Eliminate Your Service Calls — Own a Machine that Operates Continuously
New Design — With Eye Appeal
90% Mechanical — Positive Action
3 Nickels and Quarter or 4 Nickel Play
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WRITE FOR FULL DETAILS AND PHOTO

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10 NEW CLUB BELLS
Electrically Operated—Push Button
$465.00 EACH

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IF INTERESTED IN USED MILLS FOUR BELLS, PARTS FOR BALLY GAMES, INCLUDING BACK GLASS FOR ALL BALLY 1-BALLS, LET US KNOW YOUR REQUIREMENTS.

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EXPORTING

(Continued from Page 14)

failure to deliver goods or for damage to the shipment, and not claims against the other party to the contract of purchase or sale. When a shipment has been lost or damaged, the first question to consider is, whose legal obligation is it to file the claim?

As a rule and in the absence of mutual agreement, the party who has title to the goods bears the risk of loss or damage, and it is that party's responsibility to institute the necessary steps for recovery.

Title passes according to the intention of the parties, but when they fail to express their intention the law presumes an intention from the terms used by them. If goods are sold "f.o.b. Los Angeles" for shipment to London, title ordinarily passes at the f.o. b. point and the risk of loss or damage is on the buyer, who would have to file any claims for loss or damage to the goods.

Even where shipments are covered by insurance, a legal prerequisite to recovery from the insurance carrier is the filing of a claim and a rejection of it by the rail or water carrier. The insurance policy or certificate usually, follows the title to the goods so that the title holder usually owns the right to recover under the insurance certificate or policy.

Limitations of time govern the filing of claims, as set out in the bills of lading issued by the carriers, and since bills of lading are contracts, these conditions must be complied with to effect recovery.

Bill of lading contracts also incorporate in their terms and conditions the statutes of limitations relative to the filing of suits against carriers for breaches of their contract of carriage which effectively toll or stops any actions for failure to sue within the statutory periods.

The Division of Commercial Laws of the United States Department of Commerce has assembled in its files data and information concerning the commercial laws of every foreign country, and while that office does not give legal advice on disputes or legal problems, it will advise anyone interested concerning the laws of any foreign country.

In conclusion I should like to say that the principal idea with which one should view this entire subject of the legal aspects of foreign trade is that of protection. How it can best protect one's interests so that trading in foreign countries will be profitable should be the main question. When preventive rather than remedial legal steps are taken the profit phase of the venture is more likely to be assured.

* * *

A kiss that speaks volumes is seldom a first edition.

Rock-Ola Given Award

CHICAGO—Captain R. L. Stockman, military police supervisor for the Sixth Service Command, recently presented the coveted Auxiliary Military Police Guidon Award to David C. Rockola, president of Rock-Ola Manufacturing Corp. Rockola accepted the award on behalf of the company's military police corps, for outstanding work in war plant protection.

Under the command of Chief Guard J. T. Counihan, former Cook county police executive, more than 80 per cent of the firm's guard personnel have received individual citations. The Rock-Ola Military Police Corps, composed of veterans of World War I and honorably discharged veterans of the present conflict, received complete police training under the supervision of the Sixth Service Command.

* * *

GI: "I suppose you dance?"
Gal: "Oh, yes, I love to."
GI: "Great, that's better'n dancing."

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The Only Brand New

QUARTER PLAY

Machines in Original Shipping Boxes in Existence

Can Be Converted To Penny, Nickel, Dime or Quarter Play in Three Minutes Time

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Good Eating

A Column Devoted to Good Food and Its Method of Preparation for the guidance of the Acknowledged Chefs of the Coin Machine Fraternity.

One of the events the King and Queen of England enjoyed the most on their visit to the United States a few years back was a wiener roast. The lowly wiener has always been an American favorite but for the majority of us it has only been served in one or two ways, either boiled or fried.

Given half a chance Mr. Wiener can really become something exceptionally tasty and if you've ever tried a *Bean and Wiener Casserole* or *Barbecued Frankfurters* it's my bet these two tempting dishes will make frequent appearances on your festive board. Here are the recipes:

Bean and Wiener Casserole: Assemble 8 wieners, 2 cups cooked navy beans, 1 large sliced onion, 1 teaspoon salt, ¼ teaspoon pepper, ¼ teaspoon mustard and 1 10½-ounce can of condensed tomato soup. Split wieners in half lengthwise and cut each piece in half. Place a layer of cooked beans in a greased casserole, then half the wieners, and half the onion slices. Add remaining beans, then the wieners and onion. Mix the tomato soup with the salt, pepper and mustard and pour over the beans and wieners. Cover and bake in preheated 375 degree oven for 25 minutes. When served the onions will be crisp, but this gives a pleasant crunchiness. This delicious dish will easily serve 6.

Barbecued Frankfurters: Select 1½ pounds of large skinless frankfurters and pierce each frankfurter with a fork. Assemble 1 medium size onion, 2 tablespoons vinegar, 1 tablespoon all-purpose enriched flour, 1½ tablespoons Worcestershire Sauce, 2 teaspoons salt, 1 teaspoon paprika, ¼ teaspoon pepper, 1 teaspoon chili powder, ½ cup tomato catsup, 2 teaspoons brown sugar, 2 tablespoons water. Put onions through food chopper, using fine knives. Blend vinegar and flour and combine with onion and remaining ingredients. Arrange the pierced frankfurters in a three-quart greased casserole. Pour sauce over frankfurters, cover and bake in 350 degree oven for 1 hour. You'll have a tasty dish you will not be ashamed to put in front of the most discriminating individuals.

Last month we promised to give you a splendid recipe for Rabbit en Terrapin before closing our column on rabbits. For a new thrill in rabbit try this:

Rabbit en Terrapin: Thoroughly clean a young rabbit of about 3 pounds, wash in several warm waters, sponge dry, and rub thoroughly inside and out with equal parts of cinnamon, ground allspice, ground cloves, salt, and freshly ground pepper. Let stand for at least an hour, to allow the spices to penetrate through the flesh, then cut into serving portions as you would for a chicken fricassee. Place the rabbit pieces in a heavy kettle; cover with water, or equal parts of water and white wine; and add a large *bouquet garni* composed of 4 sprigs green celery leaves, 8 sprigs fresh parsley, 2 large bay leaves, and (if available) the sprouts of 6 onions, and 8 whole peppercorns, crushed, and a tiny pinch of salt. Bring to a boil, lower the flame, and allow to simmer for about 45 minutes, or until the rabbit pieces are tender. Then drain the broth into a saucepan, reduce to 1½ cups over a bright flame, and strain through a fine sieve.

Meanwhile, pick the meat off the bones, and cut into small pieces. Then mash 4 hard-boiled egg yolks with 3 tablespoons butter, mixing thoroughly until smooth, and adding while mixing 1 tablespoon prepared mustard, 1 scant tablespoon flour, and a generous ½ cup cream. Blend thoroughly, then add the egg whites, coarsely chopped, from the hard-cooked egg yolks; season to taste with salt, pepper, and a tiny pinch each of Cayenne and nutmeg, and combine this with the reduced cooking broth. Let this mixture boil for 2 or 3 minutes, stirring constantly, then add the rabbit meat. Mix well, and let simmer gently for 10 to 15 minutes, or until thick. When ready to serve, stir in ¼ cup of the best Sherry, and serve in a hot, deep platter in individual patty shells, or in scooped-out large baked potatoes, or on toast, each serving dusted with paprika for effect.

And so, Good Eating until this time next month.

* * *

Smith: "Those auto engineers are certainly geniuses at making driving easier."

Jones: "How's that?"

Smith: "1940, no running boards; 1941, no gear-shift; 1942, no car!"

PHILADELPHIA—The industry owes a vote of thanks and encouragement to Bill King of Quaker Vending Co. When Ben Hankin left his wife, four children and music route for the army, King stepped in and offered to personally take care of Hankin's route under Hankin's own name until he returned.

TACOMA, Wash.—Burke Ormsby of KTBI has a new "remote" for his station. It's the automatic phonograph at the Saturday night dances for teen-age kids. Ormsby plants his mike smack dab in front of the phono and broadcasts the music just like he was piping Benny Goodman into the station for broadcasting.

* * *

Barber: "Will you have something on your face when I finish?"

Customer: "Well, if you don't mind, you may leave my nose there."

20 MILLS 4 BELLS
SERIALS 1800 to 2100
$750.00 EACH

14 MILLS JUMBOS
HIGH HEADS PAY OUT
$150.00 EACH

These machines look like new. Ready for location

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SILVER REPLACEMENT SLEEVES
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No Solder Required
$2.75 per pack of 25
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MAY-BELL CONSOLES
• Cash Payout
• Positive Action • Attractive Design
• Proven Acceptance • No Service Problems
Design and Operation Absolutely New . . Simplified Mechanical Construction
3 Nickels and a Quarter Play—or 4 Straight Nickels.
SPECIALLY PRICED
PHONE OR WRITE FOR DETAILS
New Club Bells.....$349.50
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Cigarette Machines—Priced for Quick Sale
Electric Coin Counters and Sorters, also Straight Counters—Like New
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2252 W. Chicago Ave. HUMBOLDT 3200 Chicago 22, Ill.

Don't Let an Over-Dose of Security Mark You For "S" Day Elimination

By PAUL A. LAYMON

Los Angeles

A LOT of operators have an overdose of security today. But just as surely as the sun will rise again tomorrow morning these operators are some day going to experience an "S" day. In military parlance certain days in a campaign are designated as "D" day, etc., and for the sake of our article "S" day will mean that day when the overly-confident operator who smugly thinks he has all of his spots neatly sewed up will be told to "Scat."

We all can learn by observing things around and about us. Did you ever closely observe a porcupine? The fellow is given a wide berth by all other animals for he carries a pack of quills that kill and he is completely secure from attack. His food grows in abundance for he eats young trees and the bark of bushes. He never worries about famine, he is secure from hunger, and he doesn't have to pursue his food. It is around about him everywhere.

The porcupine digs a hole or crawls under a stone ledge and he's at home. His fur keeps him warm. He has no worries about warmth and he is secure from the elements. His place in life is set. No one competes with him and nothing urges him to great heights. He is secure from ambition (and taxes!).

Mother Necessity is unknown to him. The world doesn't kick him around and he is secure from defenses, inside and out. Nature has done all this for him. Assuredly he must be one of the favored ones of the world. He must be worth envying in a topsy-turvy world of competition, fight and ambition, when few have even comparative security.

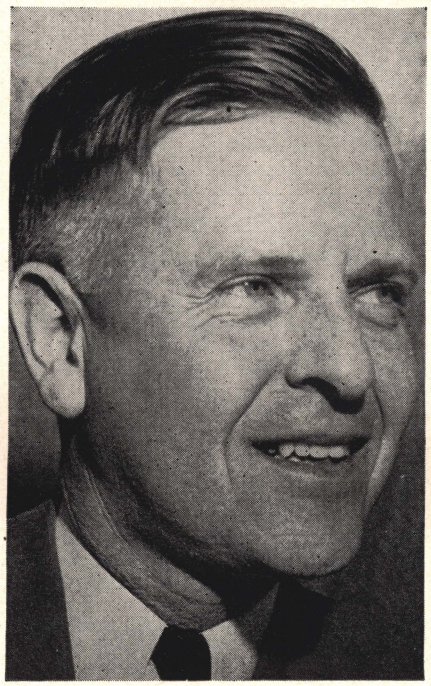
"But take a look at his face," says William Holler, Chevrolet General Salesmanager, "and see what is written there. It is fatuous, smug and maudlin. It is unworried, dull, imbecilic and addled. A look at the porcupine's face and a consideration in life makes one say: 'So that is what an overdose of security does. I'll take my chances with the hard knocks of Necessity, and find life interesting'."

No porcupine would every say, as Ulysses said: "I will drink life to the last. I will sail beyond the sunset. It may be that the gulfs will wash us down, but we will pursue knowledge like a sinking star —beyond the utmost bounds of human thought."

Yes, no porcupine could fit into the operating business which demands an alert, thinking brain above all else. Leave the porcupines to their overdose of security. They represent in a startling manner some of the cracked-brain social philosophies that would stultify and opiumize the efforts of the workers in this world who know that it is impossible to get something for nothing, that true happiness comes from service to others and that Mother Nature has given the quills that kill to a very few in exchange for arrested brain development. It is brain development that successfully meets change and vicissitude. All life is change and when you're through changing, you're through!

Whether you know it or not rapid changes are now going on about us in every field of activity and in the coin machine business right along with the rest. Yesterday's methods will slowly be replaced by new and improved operating methods and ideas and the operator who wants to stay in the front lines of operating will keep abreast of these changes, will strive to emulate the superior service competitive units are giving and thereby insure himself against participation in that "S" day that will fall with a thud on many of the unsuspecting.

Read your trade papers thoroughly each month, make it a practice to discuss your business and new developments with your distributors and jobbers, mingle with your fellow operators and, above all, never for one minute permit a competitor to put you into the shadows with a superior grade of service or operational efficiency. Don't permit yourself to become the victim of an over-dose of security and you'll never be in the roll-call on "S" day.



Paul A. Laymon

AOLAC Donates Games

LOS ANGELES—Although no new games are available, and the supply of used ones isn't too plentiful, the Associated Operators of Los Angeles County is still giving marble tables away to army camps and institutions.

"Curley" Robinson, director, has a letter from Mary Pickford thanking him for two marble tables donated to Camp Irwin. "I know the boys will be just as appreciative as I am," wrote Mary.

Another letter was received from the *West Hollywood Tribune* thanking AOLAC for a donation of $100.00 to aid the underprivileged boys of West Hollywood, and another letter acknowledging receipt of $25.00 from the Women's Breakfast Club of Beverly Hills who are furnishing a room in the Birmingham Army Hospital in Van Nuys.

Op Turns Politician

CLEVELAND—Louis B. Golden, head of the Ace Cigarette Service, has announced his candidacy for State representative on the Democratic ticket. William Brown is chairman of his campaign committee.

Golden has been in business here for the past 14 years and states that he is entering the political field to support the present national administration and fight for unity of labor and business to defeat Nazism and Fascism.

IRVING and OSCAR

AUTOMATIC COIN—CHICAGO

OFFERING CONSOLES!

Evans '41 Galloping Dominoes	$475.00
Buckley Fact. Reb. Track Odds	495.00
Evans Lucky Lucre	299.50
Mills Late Head Jumbo P. O.	129.50
Jennings 5c Fastime	84.50
Jenn. 5c Harvest Moon, Fruit Symbols, P. O.	84.50
Jenn. 25c Harvest Moon, Fruit Symbols, P. O.	250.00
Pace 10c Reels, Sr.	$275.00
Pace Reels, Jr. 5c	129.50
Pace Saratoga Skilfield	129.50
Mills Four Bells	675.00
Keeney 4-Way Super Bell, 5c & 25c model	Write
Evans Roletto, Jr.	89.50
Mills Square Bell, Fac. Rebuilt	129.50
Bally Royal Draw	119.50
Brand New Bally Sun Ray, FP	259.50

SLOTS

10c Jenn. Club Console, Floor Model	$279.50
5c Jenn. Chrome, Slug Proof	275.00
5c Jenn. 4 Star Chief	165.00
Groetch, Columbia, Cig. Reels	69.50
Mills 1c Q.T., Late	49.50
5c War Eagle, 3-5, Rebuilt	179.50
Caille 7 Coin Slot	250.00
5c, 10c, 25c, Mills Club Bell Console	Write
Blue & Gold Vest Pock.	54.50
Mills 10c Brown Front, drill proof, club hndl.	275.00
5c Melon Bell	250.00

ARCADES

Brand New ABT Big Game Hunters ..... $ 47.50

Keeney Submarine	$209.50
Bally Rapid Fire	229.50
Shoot Your Way to Tokyo	285.00
Sky Fighter	365.00
Watl. Fortune Tell. Scale	119.50
Mills 12 Rec. Swing King	79.50

REEL STRIPS FOR MILLS 1-CHERRY PAY. Set of 3, 50c

PARTS

In Stock for Immediate Delivery!

Main Gear for Mills Clock, Compl.	$3.50
Master (Bottom) P.O. Slides for Mills Slots, 5c-10c-25c, 3-5 pay	Write
Jackpot Glasses	1.25
Escalator Glasses	.50
Reel Glasses	.50
Turf King Back Glass	8.75
UCM 505 for Jumbo	3.50
Complete Set Mills Slot Springs	9.75
Four Bells Glass, Set of 5	12.50
Reg. Handles for Mills Slots	2.75
Write for Quantity Prices	

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed. | Terms: 1/3 Dep. with Order, Bal. C.O.D.

IRVING OVITZ—*SERVING THE NATION'S OPERATORS!*—OSCAR SCHULTZ

AUTOMATIC COIN Machines & Supply Co.

3834 W. FULLERTON AVE. CHICAGO 47, ILL.

OSCAR and IRVING

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Important Phase of Operating Is Getting Along With People

By W. H. LEUENHAGEN

W. H. Leuenhagen & Company

IF YOU want to be a successful operator today you have to know people. You have to know them by acquaintance, as individuals and you have to know them in the psychological sense as groups.

It is a waste of time for a man to enter the operating field if he does not like people. If you like people, you are tolerant of what they think and what they do. You find interest in people. You want to be of some help to them. You want to serve them.

The problems of people—your customers—and the problems of your location-owners do not bore a good operator. He is able to help solve problems and he likes to do it. In his own specific line of endeavor, he is better qualified to aid for if he is a good operator, he has all the information at hand in order to be of help.

The good operator is a professional man. He has studied his subject broadly and in detail. He keeps abreast of that subject constantly, knows where it touches other lines of endeavor, knows what makes his industry tick, and has considerable knowledge of the service and equipment claims of competitive operators.

He never ceases to study people. He knows that every person he meets is a little different from others. That fact alone makes operating a fascinating vocation—it never becomes dull, especially if you like people. To those who do not like people, it is like the feeling the man had who set out for wisdom and bought a dictionary to read and learn. He was asked by an acquaintance how he liked his book. "It is very interesting," he replied, "but it changes the subject too often."

People pay large returns to those who serve them well. Paste that in the top of your hat, plaster it on your walls and implant it firmly in the minds of every service man in your employ. That one statement is the basic reason why operating is one of the most profitable professions a man can engage in.

F. W. Woolworth, as a farm boy in New York state ran across the statement "People pay large returns to those who serve them well." He clung to it tenaciously. He wanted to be a clerk in a store. He had few qualifications but he did like people and he did want to serve them well. He felt that he would meet more people behind the counter than behind the plow. It was extremely tough going for him to make the transfer and to make it stick. He bogged down several times.

But F. W. evolved the idea of the five-and-ten cent store. It was a service to people. Many others attempted the same thing. Three of his first attempts were failures. He persisted. As his horizon widened and he learned to know people better, his business became more successful. For his ability—to serve people well—people paid him millions of dollars. He knew people and he liked them. People began to know him and like him, too. That is what made him so successful.

Today operators can follow the same success formula. Like people! Learn how to make them like you and then follow that practice every minute you are out on your route. Be cooperative, understanding, sympathetic and helpful. Consider yourself the junior partner in each spot you operate and give a fair weighing to the suggestions and recommendations of the senior partner. Two heads are better than one and working together, to better serve people, handsome dividends will accrue for both parties.

Remember, he that has friends must be friendly.

New Gum Coming

CHICAGO—Phillip K. Wrigley, chairman of the board of William Wrigley Co., revealed on May 1st that his firm is now manufacturing a wartime penny unit labeled "Orbit" gum especially for the operators of vending machines.

Orbit was the name of a listerated gum the Wrigley interests acquired in 1925 and then subsequently retired. The brand name is being revived and produced in one flavor—artificial fruit—for vending machine operators. The artificial fruit is the sole flavor Wrigley specialists have been able to find that will combine with the wartime base, hold its flavor and provide a good chew.

Wrigley said the company's major accounts in the vending machine field "would be supplied approximately the same amount of Orbit chewing gum as they received of our standard brands in recent months if supplies of ingredients permit."

Wrigley has attractive advertising material available and adaptable to use on coin vending devices.

Soundies Get Studio

NEW YORK—When Thomas A. Edison built his studio 40 years ago at a cost of $100,000 little did he think that some day 3-minute movie shorts would be produced therein. But that is exactly what has happened for the studio has been acquired by Soundies Distributing Corporation of America, Inc., for the production of Soundies.

It was in this old Edison studio that *The Great Train Robbery* and many other early film epics were produced.

LAST CALL FOR
Genco's
7 UPS and SLUGGERS
WANT TO BUY
ALL YOU HAVE — WILL PAY
$40.00 EACH
WRITE - WIRE - PHONE
WESTERHAUS AMUSEMENT CO.
3726 KESSEN AVENUE CHEVIOT 11, OHIO
Phones MOntana 5000-1-2

CHARMS
Good Assortment, Cut, No Strings
10 Gross Carton.....$9.00
Sent Parcel Post paid
Full Cash with Order—No. C.O.D.'s

MARBLES
GLASS, AGATE, ASSORTED COLORS
Work perfect in all Ball Gum Machines
12,000 (average) to case at $15.75
Cash with order—f. o. b. Factory

SILVER KING
GLOBES—PARTS—SUPPLIES
In Stock. Write for Price List
TORR 2047-D South 68th St., Philadelphia 42, Pa.

SIMMONS SAYS:

A column of pertinent comment by W. E. Simmons about those in, and of, the automatic music industry.

● The old adage says, "Anticipation is greater than realization." What a scoop, what a boom, what a sensation, when things turn out even better than the operator anticipated. No distributor, jobber, or operator should let a single day pass without engineering at least one formal piece of publicity in his own behalf. By formal, I mean you take a certain mark and shoot at it. To hit it will be fine. To miss, will do no harm. At least make an honest attempt every day. What a program, what a consistent provident action for anyone in this business that wants to be publicized as one who gets things done.

● Joe Bloke over in Wyoming says, "I'm broke, but I need some equipment. I've shot my last wad on the Fourth War Bond Drive." The distributor to whom this was addressed replied, "Brother, you are not broke. Send your order and I'll put it in on the lend-lease."

● Operators as a whole are very diplomatic and considerate of their locations. Those who are not are definitely on the losing end.

● I decided years ago when trying to borrow a few dollars from a bank that it was an institution where I could borrow money if I could present sufficient evidence to show I didn't need it.

● An operator stated that there was one sure thing—he ran things at his house. I can believe it since I saw him in a red checked apron one evening. Another morning he was hanging out the clothes and the following Sunday he was pushing the lawnmower. Yessir, more than one operator runs things at his home now days.

● A successful operator has a good memory. He astonishes his location owners by simply remembering things about them. Things they said or did and things that happen to them. He remembers their likes and dislikes, their hobbies, etc. Most location owners are so wrapped up in themselves that they think no one else cares about them. He is practically overcome when you remember and talk about something that concerns him intimately. A good memory has held more than one location.

● The trouble with victory gardening is that by the time you get all the tools, fertilizer, and spray, and your back gets used to it your enthusiasm is gone.

● Suggestion to operators—early to bed and early to rise and your head will never feel three times its size. Always remember that the best thing for a headache is a few, not a lot of drinks the night before.

● To the route and servicemen in this industry: Always remember that it is easier to do a good job than to explain why you didn't.

● Modern music is played so hot and fast that it is hard to tell what original tune it was stolen from.

MUSIC

38 Record Labels Available To Music Operators Today

LOS ANGELES—What was that about record shortages? It may be true in the case of the big three and a few newer entries in the field who are eyeing the Coin Machine Field. But today the automatic phonograph operator is being offered records by more specialized recording outfits than at any time since the advent of the coin-operated phonograph.

With heavy draws from retail music outlets, and a constantly growing demand for standard and album material, the big three have appropriated a major portion of their material allotments to producing records for their retail trade. Consequently the operator has suffered and taken only "what he could get" for these many months, from the majors. Hundreds of orders have been returned to the operators unfilled because the branch did not have sufficient stock to make any sizable shipment.

However, where there is a river there is always a bridge, and in the case of the automatic phonograph operator it is the three dozen other labels available for his phonographs today. Most of the firms producing these discs are in the embryo stage. Releases are spasmodic, but the quality of the recordings is generally top-notch for the manufacturers are basing their future on the type of specialized music they are offering on their platters.

THE REVIEW presents for the first time in this Industry, a complete and authoritative list of recorders, their addresses, and the labels under which they record:

A-1
A-1 Records of America,
580 5th Avenue,
New York 9, N. Y.

APOLLO
Rainbow Music Shops,
102 West 125th Street,
New York 27, N. Y.

ASCH
Asch Recording Studios,
157 West 72nd Street,
New York 24, N. Y.

TURN PAGE

Slugs O.K. in S. A.

CAMDEN, N. J. —Automatic phonographs down South America way are collecting a lot of slugs—but no one seems to care. It's all very legal.

A fellow with a pocketful of change in Brazil may sometimes have trouble picking out the right size coin for a slot device, because Brazil has a vast array of coins of varying shapes and size—with as many as four or five types for a single denomination.

The dilemma has been solved neatly by music operators by use of a special RCA Victor slug which bears the likeness of the world-renowned Little Nipper dog listening attentively to "His Master's Voice."

A cafe or restaurant patron wishing to lend an ear to the latest rumba or tango record can purchase the pseudo-coins from the proprietor at two for one cruziero—two for a nickel in U. S. currency standards.

* * *

Noted this sign painted on the back of a gaily decorated honeymoon sedan: 'Til Draft Do Us Part.

CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.
Phone or write today:

CLARK DISTRIBUTING CO.

In California: Formerly California Simplex Distributing Co.
Exclusive Wurlitzer Distributors for the West Coast.

SAN FRANCISCO	LOS ANGELES	SEATTLE
Don W. Clark	Aubrey V. Stemler, Mgr.	E. L. Horiskey, Manager
415 Brannan Street	1561 W. Washington Blvd.	906 Elliott Ave. West
SUtter 5342	REpublic 4155	GArfield 0930

It's "Good Fishing" Every Day For Equipment at California Amusement Company

WE HAVE JUST RECEIVED A CARLOAD OF BRAND NEW

"SINGING TOWERS"

WITH NEW AND IMPROVED MECHANISMS. SEE THEM TODAY!
WE ARE EXCLUSIVE DISTRIBUTORS

PRICE ONLY $598.00 F.O.B. FACTORY

BRAND NEW

PERISCOPE

A novel, thrilling battle game! Submarine illusion! High score for marksmanship! Exciting player appeal! Bells ring—glass flashes red on direct hit—full sound effects! Multicolor glass panel reproduction of sub interior. Periscope sights on moving Nazi and Jap ship targets. A POSITIVE SENSATION!

$395

SELECTOR SCOPE

This machine has that something different you want in Fortune Tellers to produce that "difference" you want in receipts. 5 popular questions for women. Answers in animated flashing lights! Does not vend cards. Smart cabinet design. Available at 1c or 5c play.

$375

NEWLY REFURBISHED

ROCKINGHAM

New One Ball Payout similar in player appeal to "Fairmont." New playboard — colorful, spectacular. New larger backboard and glass. Cabinets newly and beautifully redesigned. Handsomely decorated base. Mechanical parts thoroughly checked and replaced where necessary. You can't miss on ROCKINGHAM.

$575

SPORTSMAN

New playboard—colorful, original, player-inducing! New and larger backboard cabinet and glass. Cabinet completely redesigned in new, smart, attractive colors. New moldings, new legs, new parts where needed. Refurbished to produce a game of real beauty and player appeal. Similar to "Longacre" and "Thoroughbred."

$485

WOULD YOU LIKE AN 8x10 ORIGINAL PRINT OF THIS STUDY?
Call or write our nearest office for your complimentary 8x10 inch photograph of the picture reproduced herewith. The attractive original photograph is ideal for framing. Only one to an individual, please.

CALIFORNIA AMUSEMENT COMPANY

JOBBERS AND DISTRIBUTORS

MAin 3068
1305 Kettner Blvd., San Diego 1, Calif.

PRospect 4131
1348 Venice Blvd., Los Angeles 1, Calif.

WANT TO BUY: ALL TYPES OF EQUIPMENT. WRITE, WIRE OR PHONE STATING QUANTITY AND PRICES

RECORD LABELS

(Continued from Page 23)

BEACON
Beacon Record Co.,
331 West 51st Street,
New York 19, N. Y.

BLACK & WHITE
Black & White Record Co.,
Elmont, N. Y.

BLUEBIRD
RCA Victor,
Camden, N. J.

BLUE NOTE
Blue Note Music Studio,
2115 3rd Avenue,
New York 29, N. Y.

BRUNSWICK
Decca Records, Inc.,
50 West 57th Street,
New York 19, N. Y.

CAPITOL
Capitol Records, Inc.,
1483 N. Vine Street,
Hollywood 28, Calif.

CO-ED
Sorority-Fraternity Record Co.,
Station 1, Box 46,
New York 26, N. Y.

COLUMBIA
Columbia Recording Corp.,
1473 Barnum Avenue,
Bridgeport 8, Conn.

COMET
Comet, Inc.,
420 Lexington Avenue,
New York 17, N. Y.

COMMODORE
Commodore Record Co.,
415 Lexington Avenue,
New York 17, N. Y.

CONTINENTAL
Continental Record Co., Inc.,
265 West 54th Street,
New York 19, N. Y.

DECCA
Decca Records, Inc.,
50 West 57th Street,
New York 19, N. Y.

DE LUXE
DeLuxe Record Co.,
Linden, New Jersey.

DIX
Dick Gilbert,
1540 Broadway,
New York 19, N. Y.

EXCELSIOR
Excelsior Records,
3661 S. Gramercy Place,
Los Angeles 7, Calif.

EXCLUSIVE
Exclusive Record Co.,
1515 N. Vine Street,
Hollywood 28, Calif.

FEATURE
WOR Recording Studios,
1440 Broadway,
New York 18, N. Y.

HARMONIA
Harmonia Records Corp.,
1328 Broadway,
New York 1, N. Y.

HIT
Classic Record Co.,
300 Brook Street,
Scranton, Pa.

KEYNOTE
Keynote Recordings, Inc.,
522 5th Avenue,
New York 18, N. Y.

LANG-WORTH
Lang-Worth Feature Programs, Inc.,
420 Madison Avenue,
New York 17, N. Y.

LIBERTY
Liberty Music Shops,
450 Madison Avenue,
New York 22, N. Y.

MUSICRAFT
Musicraft Corp.,
40 West 46th Street,
New York 19, N. Y.

ODEON
Decca Records, Inc.,
50 West 57th Street,
New York 19, N. Y.

OKEH
Columbia Recording Corp.,
1473 Barnum Avenue,
Bridgeport 8, Conn.

PARTY
Musicraft Corp.,
40 West 46th Street,
New York 19, N. Y.

PEERLESS
Peerless Discos,
1511 West Pico Blvd.,
Los Angeles 15, Calif.

PREMIER
Premier Record Co.,
8848 Sunset Blvd.
Hollywood 46, Calif.

RODEO
Rodeo Records,
1511 West Pico Blvd.,
Los Angeles 15, Calif.

SAVOY
Savoy Record Co.,
58 Market Street,
Newark 1, New Jersey.

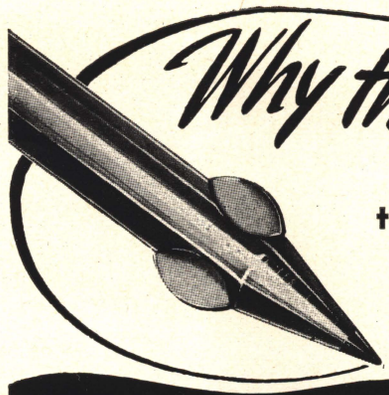
SCANDINAVIA
Scandinavian Music House,
625 Lexington Avenue,
New York 22, N. Y.

SEVA
Seva Record Co.,
31 East 61st Street,
New York 21, N. Y.

SIGNATURE
Signature Records Co.,
P. O. Box 147,
Forest Hills, L I., N. Y.

STANDARD
Standard Phono Co.,
163 West 23rd Street,
New York 11, N. Y.

VICTOR
RCA Victor,
Camden, N. J.



Why the big swing—

to MIRACLE POINT NEEDLES

Pre-War Quality

Your playing cost is *lower* with MIRACLE POINT needles, even on today's platters. For the precious metal tip of pre-war metal lasts longer, produces truer tones, too. Order from your record jobber . . . lots of 100, 20c each.

M. A. GERETT CORPORATION
722-724 WEST WINNEBAGO ST. • MILWAUKEE 5, WISCONSIN

Hillbilly Tunes Top

NEW YORK—In the *New York Daily Mirror* and other Hearst newspapers from coast-to-coast, Walter Winchell revealed on May 1st that 6 out of 10 nickels dropped in automatic phonographs are for hillbilly or western ballads. At least in figures compiled for the last two months.

Said Winchell: "Such findings put orchestra leaders like Bob Wills, Spade Cooley, Roy Acuff and Al Dexter right on top of the heap."

Correction

Foreman Phillips, pilot of the only Western Hit Parade in the nation calls our attention to a slight inaccuracy in the last REVIEW.

An article dealing with the top ten tunes for the past three years mentioned Al Dexter as the artist on "No Letter Today." This is in error. The artist should have been Ted Daffin and his Texans. With a bow to the good Foreman we are happy to make this correction and keep the record straight.

Call

DR. 3209

For Equipment, Parts and Supplies

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 26

Order Your Supply of

NEW BENNETT DELUXE NEEDLES TODAY!

Send Us Your Old Needles For Repointing

W. E. SIMMONS
Factory Representative for 11 Western States
1025 N. Highland Ave.
Hollywood 38

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY
416A BROAD ST. NASHVILLE 3, TENN.

EAGLE PHONOGRAPH REPLACEMENT PLASTICS available at "RIGHT" PRICES!

"LOOK FOR THE EAGLE YOU'LL FIND THE BEST"

COIN MACHINE REVIEW 25 FOR JUNE 1944

WURLITZER

	800	top corners	$16.50 Each
	800	lower sides	13.50 "
★	800	top centers (right and left red)	8.00 "
★	750	top corners	8.75 "
	750	lower sides	8.75 "
★	750	top center	4.25 "
	850	top corners	9.50 "
	850	lower sides	8.75 "
	850	top center	11.00 "
	850	peacock glasses (no less than 3 shipped)	3.50 "
	950	side plastics	10:50 "
	700	top corners	7.50 "
	700	lower sides	9.50 "
	500 and 600	top corners	4.00 "
	500 and 600	lower sides	4.85 "

THICKEST — STRONGEST — TOUGHEST — NON-INFLAMMABLE PERFECT FIT!

A QUALITY PRODUCT WORTHY OF YOUR EXPENSIVE INSTRUMENT.

ROCKOLA

Standard, Masters, DeLuxe or Supers

top corners	$12.75 Each
lower sides	12.75 "

SEEBURG HI-TONE

Model 9800, 8800 or 8200

lower sides ..... $14.50 Each

SHEET PLASTICS

50 gauge (thickness of a new penny)

20 x 50" (red only) 12.50

"Now You Can Read" through Clear Transparent Plastic Windows for Your WURLITZER 850 PROGRAM HOLDER $5.00 Per Set

★ ★ ★

TERMS: One-third deposit with order, balance C.O.D., F.O.B. Chicago, Ill. Or remit in full to save C.O.D. charge. Prices subject to change without notice.

BUY FROM YOUR NEAREST DISTRIBUTOR

EAGLE COIN MACHINE CO.

526 S. Dearborn St. • Wabash 1089 • Chicago 5, Ill.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Packard Wins 2nd Star

INDIANAPOLIS—Homer E. Capehart, president of the Packard Manufacturing Corp., has announced that his firm is the first in the coin machine industry to be awarded two white stars to its Army-Navy "E" award pennant for excellence and continued perfection in the production of war materiél.

Capehart's announcement was based on a letter from Robert P. Patterson, undersecretary of war, containing news of the third successive award. The letter was addressed to the men and women employees of the corporation.

"I am pleased to inform you that you have won for the third time the Army-Navy production award for high achievement in the production of war materials," Patterson wrote.

"In maintaining the fine record which first brought you distinction, you have set an inspiring example for your fellow Americans on the production front.

"This renewal adds a second white star to the Army-Navy production award flag and stands as a symbol of your great and continuing contribution to the cause of freedom."

The employees were notified of the third award in mass meetings addressed by Capehart and W. F. Struby, secretary and general manager of Packard.

"You have won the second star to be added to the original Army-Navy 'E' award," Capehart said. "All the awards have come through the direct efforts of you men and women. You all have done a splendid job—an exceptionally good job. There have been no slackers in Packard manufacturing."

The awards were made to both the Columbia avenue and the Niagara divisions of the corporation.

If You Want to Buy

SLOTS

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 28

Seeburg Makes Change

LOS ANGELES—Important distributorship changes were announced here on May 1st by D. J. Donohue, Western representative for the J. P. Seeburg Corporation.

The E. T. Mape Music Co., which has served as Seeburg distributors for California, Arizona and Nevada for several years past, has relinquished the line and Jean J. Minthorne, Los Angeles, has been appointed Seeburg distributor for Southern California and Southern Nevada. Jack R. Moore Co., Seeburg distributor in the Pacific Northwest, has added Northern California and this territory will be served out of their San Francisco office. Other distributor appointments are in the offing and will be announced shortly.

Donohue stated that the changes are not being made hastily and the Mape organization will continue to serve Seeburg Distributors until the newly appointed distributors have built up stocks of parts and supplies and are in a position to take over the servicing in accordance with factory wishes.

Formal announcements will be made in a forthcoming issue of THE REVIEW at which time the individual distributors and the Seeburg organization will outline the new set-up and plans for the Post-War years.

General Has Routes

LOS ANGELES—The General Music Co. is now specializing in the buying and selling of established routes and both the San Francisco and Los Angeles offices have several routes listed for sale.

Since entering into this sales activity General has become the leader in handling route transfers and hardly a week passes without a purchase or sale of an important operating property in the state.

General is equipped to buy any size route outright for cash and supervise its operation until it is sold to another operator. All of the sales are made to operators already active in the field for General maintains "we prefer to do business with the boys already active in our business."

Along with its route activity General is also offering an extensive finance service to operators. Operators desiring to expand or buy out a competitor willing to sell, are provided with the necessary funds and aided in working out their expansion plans.

"We feel that in times like these we can be of the most help to operators by providing them with the funds to expand their operations as opportunities arise," stated Bud Parr, owner of General Music. "We have established this complete financial service for operators to aid them in preparing for the months and years ahead."

KEEP 'EM CLEAN, UP-TO-DATE & RUNNING!

Take Advantage of These Special Services

1. KLEER-FLO WASH and LUBRICATION — $7.50

The Phonograph Mechanism is completely and scientifically bathed in our new KLEER-FLO Mechanical Cleaner using patented solvents that rid the most intricate parts of trouble-producing dust and dirt. All dirt, grease and gummy deposits are removed and mechanisms made sparkling factory-fresh in appearance and operation. Mechanism is then properly lubricated. Complete job, only .....

2. MOTOR REPAIR SERVICE

SEEBURG-WURLITZER-ROCK-OLA and MILLS Motors repaired. Cost is very moderate. Bring in your motors when trouble develops.

3. PICK-UP EXCHANGE

Seeburg and Wurlitzer Pick-Ups stocked for exchange. Bring in your old one for repacking.

4. CABINETS REFINISHED

Give your cabinets a 1944 Spring Dress in up-to-the-minute colors. Ask for prices.

5. COMPLETE REPAIR SERVICE

Factory-trained mechanics are here to service your mechanisms, amplifiers and remote control units.

TUBULAR COIN WRAPPERS

SPECIAL PRICES IN QUANTITY LOTS

E. T. MAPE MUSIC COMPANY

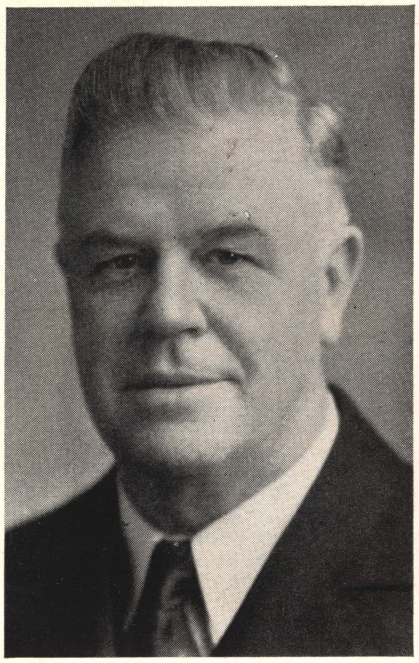
1701 West Pico Boulevard
LOS ANGELES 15, CALIF.

284 Turk Street
SAN FRANCISCO 2, CALIF.

Don't Underestimate Mexico In the Post-War Picture

By WILLIAM CORCORAN

Buckley District Manager in the Western States



William Corcoran

FOUR WEEKS in a country as large as the Republic of Mexico doesn't give one too much opportunity for complete and factual studies, especially when sight-seeing was the paramount consideration for visiting the country, but during my brief visit in Mexico I uncovered a lot of things I know will be of interest to my many friends in the Coin Machine Industry.

Mexico presents untold opportunities for coin-controlled equipment in the years following the war. Operators, jobbers and distributors now active there are clamoring for equipment, regardless of its age, and one operator sadly related a visit he had made to "The States" (as all Mexicans refer to the United States) and returning without any equipment. He was Carlos de Leon, proprietor of the Casa de Leon operating interests in the Federal District.

In the Federal District, comprising Mexico City, I was told that a scant 5,000 automatic phonographs are in operation to serve a population in excess of a million people. The machines are installed mainly in the Cantinas, which are the Mexican counterpart of our taverns and cocktail lounges, and hundreds of the better class dining and dancing spots are without automatic entertainment and will therefore provide marvelous installation possibilities when adequate equipment is again available.

Outside of Mexico City are dozens of other important cities in which the coin-operated phonograph has not been widely exploited and these cities, too, will be ready for the equipment we can send them from "The States."

I talked with many operators in Mexico. An operator of 85 or more pieces is considered a "BIG" operator. Many operators have only 5 or 10 phonographs and in all cases they are referred to as Symphonolas. This is not because there is a preponderance of Seeburgs in the Republic. It is merely because the Mexicans have adopted that name for their automatic entertainers and to them we should doff our hats for selecting a more dignified title than the American slanguage reference to automatic phonographs as "juke boxes."

I visited with Frank Navarro's brother, Tony, at La Casa de Navarro and he spent several hours acquainting me with music operations in Mexico. He operates around 85 machines which are independent of the string Frank operates in Mexico City. He was most courteous and gave me a keen insight into operations in the Republic and I was surprised to learn of some of the practices, record preferences and operational differences. 30 per cent commission is the prevailing amount allowed to locations. Some places there is only 25 percent; with no such thing as 50-50.

A big problem with the operators below the border is that of location sales. Many spots insist on purchasing their own "Symphonola" and apparently have had no difficulty in finding someone who would

TURN PAGE

MAIN GEARS
FOR
WURLITZER and SEEBURG PHONOGRAPHS

NOW AVAILABLE FOR IMMEDIATE SHIPMENT—BRAND NEW FIBRE MAIN GEARS—LESS STEEL HUBS—FOR WURLITZER AND SEEBURG PHONOGRAPHS—ALL MODELS. FACTORY GUARANTEED AGAINST DEFECTIVE WORKMANSHIP AND MATERIAL.

ONLY $6.50

Quantity prices to Distributors and Jobbers. Write or Wire. Do not delay. Place your order now. Terms, as usual, one-third deposit, balance C.O.D.

•

E. T. MAPE MUSIC COMPANY
(MANUFACTURING DIVISION)
1701 W. Pico Blvd. **Los Angeles 15, Calif.**
DRexel 2341

Special Announcement
FOR
WURLITZER OPERATORS
THE FOLLOWING SPECIALIZED SERVICES ARE AVAILABLE FOR WURLITZER OPERATORS:

Amplifier repair (minor)	$ 3.50 plus parts
Amplifier repair (when burned)	3.50 per hour plus parts
Repack and seal tone arm, also exchange	3.50
Moto drive exchange	6.00
Stepper exchange (304)	6.00
Motor exchange	12.50
National slug rejector—Model 700 to 850	1.50 each
National slug rejector 3 in 1 unit	5.00
Coin Chute and register mechanism—412 to 500	4.50 plus parts
Complete mechanism overhaul including rebuilding	25.00 plus parts

Make appointment in advance. Machine will be returned to location same day. (Above price does not include tone arm amplifier or coin assembly.)

Wall and bar box overhaul	3.50 plus parts

All Work Fully Guaranteed—Only Genuine Wurlitzer Factory Accepted Parts Used.

CLARK DISTRIBUTING CO.
Exclusive Wurlitzer Distributors for the West Coast

SAN FRANCISCO	LOS ANGELES	SEATTLE
Don W. Clark	Aubrey V. Stemler, Mgr.	E. L. Horiskey, Manager
415 Brannan Street	1561 W. Washington Blvd.	906 Elliott Ave. West
SUtter 5342	REpublic 4155	GArfield 0930

sell them one in the past. Now, the scene has changed considerably, for no new equipment is coming into the country and locations are happy to take a phonograph on a percentage arrangement just to have music in the spot.

Rock-Ola phonographs seem to be in preponderance and from my observations I would say that 60 per cent of the locations are covered with Rock-Ola equipment. Rock-Ola Standards and De Luxes are in evidence everywhere and a lot of the new Commandos are on location. The latest Wurlitzers I ran across were 750's, 850's and a few 950's.

What about earnings on automatic phonographs? The current take is almost double the figures of last year. That seems to be the report from a number of operators. The average seems to be from sixty to eighty pesos ($12 to $18) a week net to the operator. Increase in take is attributable to the influx of tourists from "The States" and the increase in the number of machines on location in the Republic. Then, too, Pan-American broadcasts have served to popularize tunes to the point that repeated performances on automatic phonographs provide real dividends.

Phonographs in Mexico provide one play upon the insertion of diez centavos (2c American); two plays for veinte centavos (4c) and five plays for cinquenta centavos (10c).

On wall and counter boxes Mexico is virgin territory. I noticed only four locations that had wall boxes installed. Locations I contacted expressed interest in boxes and there is no doubt but what a tremendous market is awaiting us in our Sister Republic for wall or bar boxes when our manufacturers again are ready to supply us with new and improved boxes which are now just drawings on draftsmen's boards.

On phonograph records Mexico doesn't fare much better than the boys in "The States." Shellac was a problem there also and only 3 months ago was the old scrap turn in of one-for-one abolished. RCA and Decca make discs there, plus Peerless and a few other lesser companies. Records cost a little more than here but operators are happy to get any records. The average phono program combines a list of Mexican recordings and a nice smattering of American Jazz Tunes and Hit Parade numbers. While I was there, "Pistol Packin' Mama" was mowin' em' down and the operators I talked with said it proved conclusively the Mexican interest in American popular music.

Mexicans, for the main part, have a curious scale of musical values. They put volume before tone quality. Even when the record is scratchy and worn out, if it is played loudly there is a compensating value, for the sheer volume covers a multitude of reproductional sins. Let me give you an example.

We stopped at the Plaza Hotel in Cuernavaca and the hotel manager very graciously told us he was giving us the choice suite in the place, overlooking the plaza. We inspected the room and it looked very good. We were happy with our quarters and thanked him profusely—a little chore you do with silver, when in Mexico. Along about midnight we elected to retire. Sleep? Heavens no. Across the plaza a music box was grinding out tunes all night and the patrons were dancing in the patio of the establishment. It was 4 a.m. before the machine was shut off. There is no limit or closing hour on Cantinas and they seldom close until the last customer has left. I made it a point the next morning to visit the spot and see what kind of equipment serenaded us so surreptitiously. It was an old Rock-Ola, still going strong.

Another spot I visited at Guadalajara for lunch, had an 850 Wurlitzer blasting away on scratchy records. The music was terrible, distorted and revolting to us, who have found proper methods of rendition in our own country. I asked the location owner to turn it down. He was reluctant, saying: "That's the way my patrons like it—volume full up!"

Mexicans love music and Mexicans play phonographs profusely. A Mexican guide of mine said a Mexican would put his last veinte centavos (10c) in a "Symphonola".

In the Federal District there is a tax of approximately $3.00 per month on automatic phonographs. In outlying areas in the Republic there is no tax. The "no restrictions as to closing time" provides some A-1 spots for the automatics.

In other coin machine fields there is not much activity. There is one Playland in operation in Mexico City proper. A sad assortment of used machines is in evidence, but the spot seems to be enjoying a fair amount of business. There may be opportunities in this field which have not been explored heretofore.

Slots are not permitted in Mexico and pin, or marble games, are apparently not popular for they can be operated only on a "for amusement only" basis. This does not appeal to the average Mexican who is a confirmed gambler. Everywhere he goes he is confronted with fellow Mexicans selling lottery tickets for the national lottery, and playing a modest pin game just for the prize of a couple of more games doesn't appeal to him. I saw 6 tables in all of my visits in the various towns.

Another field that bids fair to becoming an important one for coin-operated equipment is the package vending field. Mexicans are buying their supplies and luxuries just as our grandmothers did. Go into a store and ask for a dime's worth of pistachio nuts and they'll cup them out and put them in a paper bag. Packaging is unheard of. Sugar, crackers, meal, flour and countless other items are still dispensed from bulk stocks. Consequently there are no cigarette vending machines, no peanut, candy bar or bulk vending units in operation in Mexico. The population must be taught the advantages of brand names in packaged merchandising, and then a terrific new field will be open to merchandise operators who have equipment that can vend the merchandise desired.

Mexico is a fascinating and ever-changing country. They welcome the arrival of outside business interests. Approaches must be slow and properly planned and when the war is over, intelligent business men must carefully study this land of manana with their investments in what may seem to be today—UTOPIA!

IF YOU WANT TO
SELL
Any Type of Coin-Operated Equipment
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

See Ad on Page 29

Personnel of the Dallas office of George Prock & Co. posed for this picture just before the firm merged with Horton & Williams of Houston, and United Amusement Co. of San Antonio. Fourth from the left in the first row is George Prock who is now in the service.

FORT WORTH

FORT WORTH—Bob Martin, well-known phonograph operator, has entered the service. He is located at present at Camp Walters, Mineral Wells, Texas. Mrs. Martin will keep the business going.

Dick Cowan, long established operator of this area, has reported to Uncle Sam for war duty.

All coinmen report a nice Spring business and are looking forward to more business during the summer months.

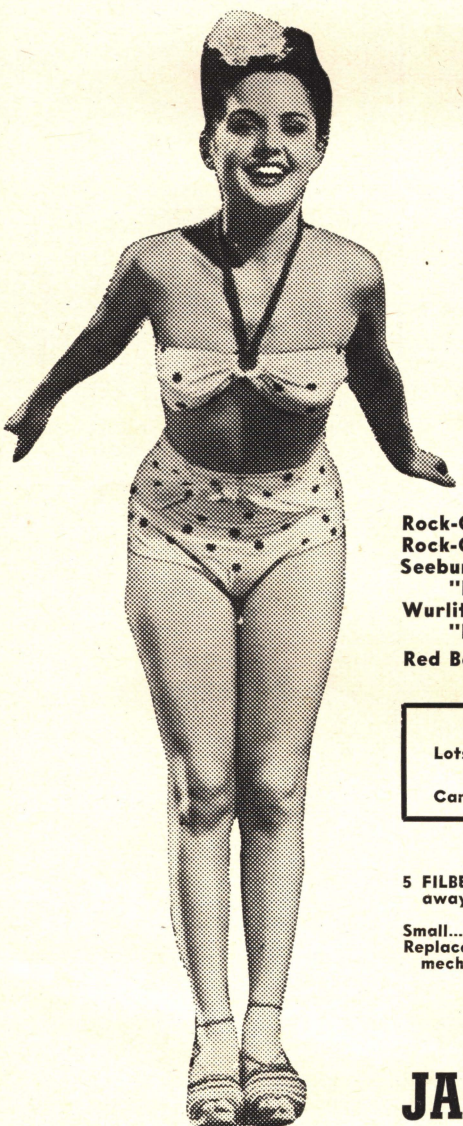
New Brito Record

NEW YORK — Musicraft Corp. announces it has just made four new sides featuring Phil Brito and Paul Lavalle and his orchestra. Two of the sides are slated for immediate release. They are: *I Don't Want To Love You (Like I Do)*, and *You Belong To My Heart.*

Second duo comprises standards and will be released later.

Refurbished
ASTROLOGY SCALES
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 31

Dive In For These
SUMMER SPECIALS
THEY WON'T LAST LONG!



Boxes

PACKARD	Write	SEEBURG 30-wire	$10.00
BUCKLEY, Suedette finish	$17.50	WURLITZER No. 100	25.00
BUCKLEY, new style, 20 rec.	27.50	WURLITZER No. 320	20.00
BUCKLEY, new style, 24 rec.	30.00	WURLITZER 331 Wing Bar	22.50
BUCKLEY, new style, 32 rec.	25.00	KEENEY Suedette, 30-wire	12.50

Supplies

Rock-Ola Belts	$1.25	Packard Pla-Mor Coils	1.00
Rock-Ola Coils Rewound	1.25	Filben Coils	1.00
Seeburg Master Gears, "PHENOLITE"	8.00	Buckley Coils	1.00
Wurlitzer Master Gears, "PHENOLITE"	8.00	Buckley Solenoid Pins	1.00
		Keeney Coils	1.00
		Keeney Solenoid Pins	1.00

Red Border Title Strips, 27 strips to the sheet, per M.....$5.00

NEEDLES

BENNETT		BENNETT HOME NEEDLE	
Lots of 100	ea. 30c	Gross Lots	ea. 50c
AEROPOINT		*(Can be used in Phonos.)*	
Card of 13	$6.00	REPOINTING old needles	ea. 18c

SPECIAL
5 FILBEN 24-Record Mechanisms for hide-aways, reconditioned.....ea. $149.50
Corner Wall Speaker Cabinets
Small.....$14.00 Large.....$17.50
Replacement Cabinets for any mechanism.....$59.50

REPAIR DEPARTMENT
WE REPAIR PHONOGRAPHS, AMPLIFIERS, COIN CHUTES, etc.
ANY MAKE—ANY MODEL

THRIFTEE-FIX The All-Purpose Glue for mending wood, plastics and everything. Sample tube, 30c; Economy Pint $1.75.

JACK GUTSHALL DISTRIBUTING CO.
1870 W. Washington Blvd. Los Angeles 7, Calif.
ROchester 2103

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

BLUEBIRD

3★ 30-0824 Four King Sisters
MILKMAN, KEEP THOSE BOTTLES QUIET (V)
SAN FERNANDO VALLEY (V)

4★ 30-0823 Lena Horn-Charlie Barnet
GOOD FOR NOTHIN' JOE (FT VC)
HAUNTED TOWN (FT VC)

CAPITOL

3★ 155 Betty Hutton-Paul Weston Orch.
IT HAD TO BE YOU (V FT)
HIS ROCKING HORSE RAN AWAY (V FT)

4★ 156 Andy Russell (Al Sack Orch.)
AMOR (V FT)
THE DAY AFTER FOREVER (V FT)

3★ 157 Martha Tilton
TEXAS POLKA (V FT)
I'LL WALK ALONE (V FT)

4★ 158 Jo Stafford-Paul Weston Orch.
SOMEONE TO LOVE (V FT)
IT COULD HAPPEN TO YOU (V FT)

DECCA

3★ 23318 Charles Wolcott
TICO-TICO (Samba VC)
PEDRO FROM CHILE (Inst.)

5★ 18579 Ink Spots
I'LL GET BY (V)
SOMEDAY I'LL MEET YOU AGAIN (V)

4★ 18597 Bing Crosby
SWINGING ON A STAR (FT V)
GOING MY WAY? (FT V)

4★ 23317 Helen Forrest-Dick Haymes
LONG AGO AND FAR AWAY (FT V Duet)
LONG FOR THE SILVER LINING (FT V Duet)

3★ 18596 Glen Gray
SUDDENLY IT'S SPRING (FT VC)
SURE THING (FT VC)

HIT

3★ 7085 The Three Suns
LONG AGO (AND FAR AWAY) (FT VC)
AND SO LITTLE TIME (FT VC)

4★ 7086 Gray Rains
SWINGING ON A STAR (FT VC)
THE DAY AFTER FOREVER (FT VC)

MORRIS-LEE

3★ A115-6 Red Hurrell and his Rhythm Boys
WHAT THE SERGEANT SAID (FT VC)
PORKY'S BOOGIE WOOGIE ON STRINGS (Inst)

VICTOR

4★ 20-1574 Tommy Dorsey-Frank Sinatra
I'LL BE SEEING YOU (FT VC)
LET'S JUST PRETEND (FT VC)

Wolf Echoes Rullman

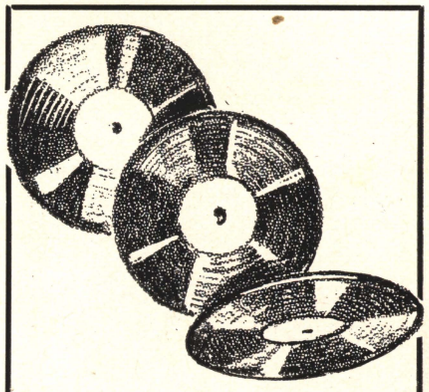
LOS ANGELES—Bill Wolf, of California Amusement Co., put his right foot forward on May 15th and agreed with the recently published opinions of E. E. Rullman of Automatic Instrument Co., that the disc record is the only practical and economical recording medium for use on a coin-operated unit even though many newfangled gadgets may be offered the trade after the war.

Said Wolf: "Rullman isn't a newcomer to this field. He started 'way back in the old electric piano era and has the accumulative experience of manufacturing and operating more than 10,000 phonographs for coin machine operation."

Rullman is quoted as saying: "Sound on wire? Why I think so little of this principle of reproduction that I gave away my own patents for reproducing sound on wire some years ago. Sound on film? There are impossible handicaps which rule out use of film on a coin-operated phonograph."

California Amusement is now offering a new carload of brand new "Singing Towers" with improved mechanisms—probably the only brand new phonographs available at the present time.

PERMO POINT
The favorite needle of coin phonograph operators everywhere.
HERE IS THE DIFFERENCE
The difference between Permo Point Needles and other needles is to be found in workmanship and materials. Only Permo Point has the precious Permometal tip . . . precision ground to give faithful reproduction and maximum record life.
PERMO, Incorporated
6415 RAVENSWOOD AVENUE, CHICAGO 26



NEED RECORDS?
WE HAVE 'EM!
NEW RECORDS BY TOP ARTISTS. STOCKS ARE LIMITED. ORDER TODAY!

We are national distributors for Exclusive Records

EXCLUSIVE

#1 MEXICO JOE
WHEN THE SHIPS COME SAILING HOME AGAIN
Ivie Anderson and Ceelle Burke

#2 PLAY ME THE BLUES
NOW OR NEVER
Ivie Anderson and Ceelle Burke

PREMIER

FELLOW ON FURLOUGH
DANCE OF THE TROPICAL MOONBEAMS
Al Sacks and his Orchestra

A Newcomer:

MORRIS-LEE

WHAT THE SERGEANT SAID
PORKY'S BOOGIE WOOGIE ON STRINGS
The Rhythm Boys

OPERATOR'S PRICE—53c each
1/3 Dep. with Order
Minimum Order 25 Records

WE NEED SOLID SCRAP

We Will Pay 5c per Pound for Solid, Whole Scrap

JACK GUTSHALL DISTRIBUTING CO.
1870 West Washington Blvd.
Los Angeles 7, Calif.
ROchester 2103

How One Operator's Wife Took Over For The Duration

By PRIVATE CHARLES WEINER
Fort Bliss, Texas

(When Charles Weiner left his string of music machines in San Francisco a year ago to join the armed forces, Mrs. Weiner took over the operation of the business. Now at the end of a year Private Weiner tells just how successful the arrangement has been.—EDITOR)

I've been in the armed service anti-aircraft for over a year now and I feel that I ought to pass on to you something that I am very proud of, and which may be of some help to others that may be drafted in the future.

We Buy From and Sell To Operators Everywhere

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 34

When I knew I was to be drafted I started to break in my wife to the method of operating the music route which I had been running with my Dad. We operated under the name of Bob and Mac.

Fully expecting the locations in general to take a drop, I was very surprised to find the receipts, as well as the size of the route, has increased greatly since my induction.

Naturally I was very interested as to how this was accomplished. Here is what I found: First, my wife Elinor studied the type of records the individual account preferred. She did this by writing the name of each piece placed in the location each week and by tally of the register, placed these figures next to the list on a pad. Eventually it was easy to determine the type most played. She placed a definite day to be there and in clock-work precision was there every week on the same day and changed 30 per cent of the records; following the register, and taking those off that had the least play.

During the week on any extra time she is always dropping in to the accounts to see how everything is, and incidentally, taking nickels out of the box and giving them to the location owner in exchange for currency. This insures plenty of nickels on hand. She also looks the records over and replaces worn ones, dusts off others and puts in new needles.

On the record end of it, knowing how hard it is to get the desirable records at the wholesale establishments, she lined up quite a few retail stores who agreed to save her choice records as they received them. By continually shopping she manages to keep up with good oldies and requests.

By checking over the records as she took them off the machine, she keeps a tab on them. During the evening at home she goes over them again and compares them with the tally she has of the different records in the accounts each week. She selects her next changes, being careful not to repeat, if possible, any of the records that might have come off recently. By turning them over, placing them in another location, and vice versa, this record of plays prevents confusion.

There are many other things she has done such as, believe it or not, changing belts that have become worn, putting in fuses and checking boxes that jam, and many jobs I thought would have been impossible for a woman.

Naturally some jobs require experienced mechanics, and when they arise Elinor goes over and gets the mechanic, brings him to the location, and sees that the machine is back in working order with a very minimum of lost time.

Through all this effort the business has grown and prospered, and because of this I am very proud of my wife. Her record proves that other operators making plans to enter the army do not necessarily have to sell their routes. There are many wives that are capable of taking over a business, and even building it up, during your absence.

CLOSE-OUT OF ROCK-OLA SPEAKERS

20 New ROCK-OLA Universal Tone Columns.....each **$69.50**

20 New ROCK-OLA Organ Tone Column Speakers.....each **$45.00**

6 New ROCK-OLA Moderne Tone Column Speakers.....each **$50.00**

10 New ROCK-OLA Tone-O-Lier Speakers.....each **$49.50**

● 50 Brand New ROCK-OLA Mystic Music Lock-Out Wall Boxes, each **$25.00** ●

10 Spectravox Tone Columns for Wired Music.....ea. $100.00

10 Red Dot Amplifiers for Late Model Rock-Ola Phonographs

LARGE ASSORTMENT OF WIRED MUSIC PARTS

ROUTE FOR SALE

A WELL ESTABLISHED ROUTE OF 25 MACHINES, PRACTICALLY NEW, IN CONCENTRATED AREA IN LOS ANGELES

JEAN J. MINTHORNE

2916-2920 West Pico Blvd. PArkway 1179 Los Angeles 6, Calif.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

MAY, 1944

On Phonographs—

1. It's Love, Love, Love
2. San Fernando Valley
3. I Love You
4. I'll Get By
5. Don't Sweetheart Me
6. Besame Mucho
7. I Couldn't Sleep a Wink Last Night
8. Long Ago and Far Away
9. When They Ask About You
10. Mexico Joe

On Radio—

1. Amor
2. And Suddenly It's Spring
3. Holiday for Strings
4. And So Little Time
5. Do Nothin' Till You Hear From Me
6. Don't Sweetheart Me
7. Besame Mucho
8. Goodnight, Wherever You Are
9. It's Love, Love, Love
10. San Fernando Valley

Best Selling Sheet Music—

1. I Love You (Chappell)
2. It's Love, Love, Love (Santly-Joy)
3. San Fernando Valley (Morris)
4. Long Ago and Far Away (Crawford)
5. I'll Get By (Berlin)
6. Poinciana (Marks)
7. Besame Mucho (Peer International)
8. Don't Sweetheart Me (Advance)
9. When They Ask About You (Berlin)
10. Amor (Melody Lane)

Best Selling Records—

1. I'll Get By (Harry James-Dick Haymes) Columbia 36698
2. I Love You (Bing Crosby) Decca 18595
3. Holiday for Strings (David Rose) Victor 27853
4. Long Ago and Far Away (Helen Forrest-Dick Haymes) Decca 18586
5. San Fernando Valley (Bing Crosby) Decca 18586
6. Milkman, Keep Those Bottles Quiet (Ella Mae Morse) Capitol 151
7. Don't Sweetheart Me (Lawrence Welk) Decca 4434
8. It's Love, Love, Love (Four King Sisters) Bluebird 30-0822
9. My Heart Tells Me (Glen Gray) Decca 18567
10. I Love You (Enric Madriguera) Hit 7077

On Wired Music—

1. San Fernando Valley
2. It's Love, Love, Love
3. Swinging on a Star
4. Long Ago and Far Away
5. Suddenly It's Spring
6. I Love You
7. Don't Sweetheart Me
8. Besame Mucho
9. Poinciana
10. G. I. Jive

Western Hit Parade—

Songs most requested by radio listeners to the only Western Hit Parade on radio:

1. Have I Stayed Away Too Long (Tex Ritter)
2. They Took the Stars Out of Heaven (Floyd Tillman and his Playboys)
3. Born To Lose (Ted Daffin and his Texans)
4. Too Late To Worry—Too Blue To Cry (Al Dexter with his Troopers)
5. When My Blue Moon Turns To Gold Again (Wylie Walker and Jean Sullivan)
6. No Letter Today (Ted Daffin and his Texans)
7. There's a Star Spangled Banner Waving Somewhere (Elton Britt)
8. There's A Gold Star in Her Window (Tex Ritter)
9. I'm Sending X's to a Girl from Texas (Tex Grand and his Range Riders)
10. Night Train to Memphis (Roy Acuff and His Smokey Mountain Boys)

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records, for exclusive publication in THE REVIEW:

1. I'm Lost (King Cole Trio) Excelsior
2. Hurry, Hurry (Benny Carter) Capitol
3. Back Door Stuff (Jimmie Lunceford) Decca
4. Flash (Harry James) Columbia
5. Straighten Up and Fly Right (King Cole Trio) Capitol
6. I Can't See for Lookin' (King Cole Trio) Capitol
7. Cow, Cow Boogie (Ella Fitzgerald-Ink Spots) Decca
8. Main Stem (Duke Ellington) Victor
9. Beau Brummel (Count Basie) Columbia
10. Unlucky Blues (Andy Kirk) Decca
11. Sweet Slumber (Lucky Millinder) Decca
12. Pitchin' Up a Boogie (King Cole Trio) Excelsior

Lucky Strike Hit Parade—

1. Long Ago and Far Away
2. I Love You
3. It's Love, Love, Love
4. San Fernando Valley
5. I'll Get By
6. Poinciana
7. I'll Be Seeing You
8. Besame Mucho
9. Goodnight, Wherever You Are

Bally Wins Star

CHICAGO—Employees and management of the Lion Manufacturing Corp., peacetime producers of Bally games and vendors, have again been honored for outstanding production of war material.

A white star has been added to the Army-Navy "E" Flag flying over the "Bally" plant, indicating renewal of the Army-Navy "E" Award, originally conferred on the organization in October, 1943.

Genuine Imported Mexican Records

PEERLESS DISCOS

- Outstanding in Clarity
- Unequalled in Wearing Quality
- All Records Proven on Automatic Phonographs by Exhaustive Tests

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ON THIS PAGE EACH MONTH

Send Us Your Name and Address
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NOW SHIPPING

RODEO RECORDS

PRODUCTION LIMITED. SEND YOUR ORDER IN NOW

HILLBILLY NUMBERS—
MACHINE TESTED

2001 WE'LL HAVE A RODEO IN TOKYO AND A ROUND-UP IN OLD BERLIN
Sung by Ozie Waters, "The Colorado Ranger"

2001 IT'S TOO LATE TO SAY YOU'RE SORRY
By Walt Shrum and his Colorado Hillbillies

2002 TIE A SADDLE STRING AROUND YOUR TROUBLES
Sung by Ozie Waters, "The Colorado Ranger"
Acc. by Colorado Hillbillies

2002 DRY YOUR EYES
By Walt Shrum and his Colorado Hillbillies

Rodeo Records

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THE GREATEST NAMES IN SHOW BUSINESS

Now, more than ever before, the pulling power of the great artists means "money in the cash box". With SOUNDIES, you are assured of the best . . . in Singers, Dancers, Comedians and Orchestras. They're thrill-packed, professionally made films which tend to repeat business. It pays to "follow the leader"—SOUNDIES.

Gertrude Niesen
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Write today for full particulars

Over **1200** Subjects In Our Library

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Soundies Distributing Corporation of America
209 W. Jackson Blvd. Chicago 6, Illinois

On the West

LOS ANGELES—Anything can happen in California. Rounding up this column we can testify to that statement. Operators from north of San Francisco were in town to try to buy equipment, phonograph distributors were delivering parts and plastic to marble game specialists, and all in all, with apologies to the Chamber of Commerce, "it was most unusual."

The Spring season got underway with a bang and now with the advent of summer the Arcade industry is flourishing and operators, in general, have set their sails for a profitable cruise in the months ahead.

Indicative of the "profit" claim was the revealing of new homes in Laurel Canyon purchased during the past month by Jack McClelland and Jack Henderson of Wilshire Amusement Co. Wilshire is a wired music organization.

Stanley Harris and Al Ezor are now operating a machine shop on Melrose and contributing their part to the war effort. The team have a new Wurlitzer replacement gear which debuts in this issue.

As usual, the guest log at Paul Laymon's resembles the Blue Book of operators in these parts. We waited until Homer Gillespie, Long Beach; J. W. Olson, San Pedro; Bob Cardiff, San Miguel; and Harold Presher, San Diego; were waited upon before we found out that ALL of these knights of the coin chute had preceded us in the two weeks past: Paul Butts and Mr. and Mrs. L. B. Gerson, Bakersfield; Carl Collard, San Bernardino; D. C. Patton, Turlock; Ed Sullivan, Oceanside; Mrs. Phil Brown, Bakersfield; William Shorey, San Bernardino; Ray Smith, Barstow; John Patrick, Santa Maria; Ray Wherrit, San Luis Obispo; the J. A. Ewings of Bakersfield; Jack Beaver, Oxnard; William Sparrow, Santa Barbara; McDonald of McDonald and Mason Arcade, Long Beach; Joe Grater, Oxnard; and W. Ellis Johnson, Claremont.

Bert Lane, well known coin machine personality in the New England States, arrived in Los Angeles on April 29th and took up residence at the Hollywood Knickerbocker. Bert 'phoned THE REVIEW and revealed he was here on business and pleasure and might stay on a while.

Harry A. Kaplan, of Southwestern Vending Machine Co., has entered the wholesale liquor field and is now operating the Southwest Distributing Co., in the store next door to Southwestern Vending.

Budd Parr of General Music, was in Bakersfield on May 3rd and helped operators, up San Joaquin way, understand the values available at the Frank Root Home for Girls.

Turn-over in help continues to be brisk. One operating organization in Visalia hired a "very reliable" individual and sent him out for a day's collections. Result: said individual used the $300 he collected to move himself on to another town to defraud another operator. Now, as in peacetime, it pays to bond your men.

Right here in Los Angeles a chap came along and presented enough ability to get on the Paul Laymon payroll. Next day he came in with a long, sad tale of woe concerning his landlady and misfortunes that had befallen him. Generous and be-friending Paul advanced the lad $25.00. Result: Laymon needs a man to fill the spot he vacated.

Mr. and Mrs. Jack Weinstein, who have several Arcades in the state of Washington, made it South during the past month to buy equipment.

Bill Corcoran arrived in Los Angeles, with the missus, on April 27th after four weeks in Mexico. Within four hours Bill was over to THE REVIEW and the inter-

The WHO'S WHO of the Industry Trade Exclusively

— WITH —

PAUL A. LAYMON

DISTRIBUTOR

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See Ad on Page 36

sulted from his visit. Bill left on May 3rd for Bakersfield, San Francisco and way points. He expects to go back to Chicago within the next couple of weeks and, in the interim, he and Mrs. Corcoran intend taking up Spanish so they can meet our Southern neighbors on equal footing when they return after the war.

C. E. Norris, who recently arrived on the Coast from Texas, is setting up an operation of 100 converted Panorams in the beach cities surrounding Los Angeles. First 40 were delivered by Bill Nathanson recently and machines will be operated in units of 10.

This is the season for the disciples of Isaac Walton and a lot of doors we rapped upon and phone numbers we called didn't respond. All of which reminds us of one of the favorite couplets of yesteryear: "Little basket, little bait, little lunch, little weight; little sandwich, little pie, little fish, and same big lie!"

The W. Ellis Johnsons of Claremont are the proud parents of a second son.

Jerry Cooper, Riverside, enters the joke derby with this entry: During a heavy bombardment of an English city in an Eagle Squadron an ARP man ran up to the opening of a public shelter, peered in and called, "Are there any expectant mothers here?" After a very brief pause, a feminine voice replied, "Hard to say. We've only been down here a few minutes."

Paul Hirschler, South Pasadena, is augmenting his coin machine activities by operating fishing boats out of Newport Beach. Paul has the "Star" and "Crescent" for fishing expeditions to the fish beds near Catalina, Laguna, Dana Point and San Clemente. For private parties "Marie" is available. And that's no pun for *Marie* is a fast speed boat.

Kelley and Harvey were in from Pismo Beach to pick up equipment and related that their Arcade installation in this city is doing an excellent business.

W. E. Simmons has sent out a nifty two-color plastic holder for book matches.

C. O. Rigdon, Fontana; Frank Tong, Fresno; M. Gouff, Templeton; Frank Hardy, Oxnard and Ivan Wilcox, Visalia, were among recent visitors at Laymon's.

Leon Sides, Seattle, Washington, was in town mid-month picking up new machines. Sides is opening two carnivals in the weeks ahead.

Bill Mahaffey, Stockton, now has commercial fishing rights off Avalon, Catalina Island, and is over on the Island to take care of things.

Harry Kaplan's son, Lewis, is now with the army air forces overseas.

Sgt. Nelson Baker, home on a 4-week furlough, paid a visit to the Paul A. Laymon establishment where he held a pre-war job in the service department. Baker, only 23, has had more than a lifetime of experience in the army. As a waist gunner on "Hell's Angels" he participated on 26 missions over Germany. Crew of "Hell's Angels" all hailed from Texas and Nelson was the youngest. He was wounded slightly in the face but, said Nelson: "I got the dirty blighter that did it." Baker was laden with medals and topmost on his chest was the Distinguished Flying Cross with 3 Oak Leaf Clusters, the Silver Star, campaign ribbons for the European theatre with clusters thereon, good behavior, and many others. Nelson is to report again on the 25th for service and hopes to be sent to the South Pacific for "I want to see all parts of this here war."

Aubrey Stemler had a longer visit in San Francisco, May 8th, than he had originally intended. Aubrey planed north to confer with boss-man Don Clark. On board the plane for home he was suddenly asked to relinquish his seat for a military personage. Two days did Aubrey wait before the plane line had a seat for him.

Laymon's had a $16,000.00 order from the United States Navy to fill when we visited them . . . and were they busy!

Ollie Trevillian, Santa Barbara, is on the sick list, and brother Fred is back

FOR SALE

Fully equipped Arcade located in Army Town on West Coast of Floridc—doing good business and is a real money maker. Includes latest A. B. T. Rifle Range. Will consider some terms from responsible party. Also for sale: Late Model Panoram, equipped with wipers, complete film, 2 spare projector lamps and splicing outfit—$365.00.

WRITE OR WIRE

BLOSSOM AMUSEMENT CENTER

2210 HENDRY STREET **FT. MYERS, FLA.**

VICTORIOUS 1944

The Outstanding Money-Making

CONVERSION

This revamped version of Stoner's Turf Champ has many new, play-exciting features which make it a winner. Most outstanding game available for operators today. Cabinets completely remodeled and refinished—have brand new appearance in patriotic design. Mechanism completely overhauled, improved and rebuilt—no operational worries. You can't go wrong with this Westerhaus conversion. Order now. Also ask about "Invasion"!

See Your Nearest Distributor, or

WRITE, WIRE, PHONE!

WESTERHAUS AMUSEMENT CO.

3726 KESSEN AVENUE **CHEVIOT 11, OHIO**

Phones MOntana 5000-1-2

KEY RINGS

NICKEL NUDGERS

(Convenient Change Device)

—— SEE ——

PAUL A. LAYMON

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1503 West Pico **Los Angeles 15**

See Ad on Page 38

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

once more from the Hawaiian Islands.

A. M. Keene, Taft, contributes this bit of logic: "The trainer put his two performing dogs through their routine, while the vaudeville agent watched, utterly bored until, at the finish, the little dog piped up, 'Well, pal, how's about booking us?' 'My God!' exclaimed the agent, electrified. 'You don't mean the little dog's talking?' 'Nah,' said the trainer wearily, 'the big dog's a ventriloquist'."

Business has been particularly good at General Music and Manager Fred Gaunt says the firm is doing a neat business in routes and financing of equipment.

Pete Binsfeld is the cognomen attached to the new chap who's working around in the Laymon shipping department.

A. D. Eisenberg and W. A. Garner have opened Automatic Electronics in Los Angeles to repair and service all types of coin-operated equipment.

Charlie Washburn is getting some nice returns from his REVIEW advertising and states he is getting good sized orders for Peerless and Rodeo discs from all over the nation. Another REVIEW advertiser getting outstanding returns from his copy is Paul Laymon who showed us a sheaf of orders from a dozen or more Eastern States. Laymon sells 'em wherever they might be!

According to our private news sleuth, Operator X10432V, Frank Root is now looking for a bed large enough to accommodate six people. "Due to the manpower shortage, such a bed should be popular," thinks Frank.

Al Anderson, Shafter, made Los Angeles on the 4th to pick up equipment and, it doesn't seem true, got a hotel room without any trouble. Potatoes are the long suit up Al's way and in the near future we're going to give you a review on the quality of the product for Al has promised a bag. Al is a good example of the operator of tomorrow for he is away ahead of most operators with his active participation in local affairs and his activities to advance the best interests of the Industry of which he is a part. Al has been president of the Kiwanis Club in Shafter, was Red Cross chairman for the past year, and is active in all civic affairs. He spends his spare time on his 250-acre fruit ranch north of San Francisco.

Jimmy Jones, formerly associated with Harry Kaplan and Bob Moran's Arcade, is now with L. C. Spencer in El Paso, Texas. Jimmy is in charge of operations at Biggs Field, which is one of the largest bomber bases in the country, and "we have one of the largest operations there that is in the country for one air field, and what a take!" writes Jimmy. Jones has purchased a new home in El Paso and is very pleased with his present set-up.

Mr. and Mrs. Paul Laymon were weekend house guests of Mr. and Mrs. Jerry Cooper, Riverside, May 5th to 7th. Occasion was Jerry's birthday which was celebrated with "neatness and dispatch."

Gus Johnson, head technician at Badger Sales, has received his notice from the Induction Board to appear for a physical, and will likely soon be wearing a uniform.

Jane Carrico, Gutshall secretary, took a week's vacation at a dude ranch near Victorville, returning to work on the 22nd.

Bill Happel and Hal Lindquist were on deck May 1st on the opening day of the fishing season and fished for trout at a northern mountain stream. They made a successful catch and are still talking about the big ones that swam by.

Aubrey Stemler of Clark Distributing, made his last trip to the Imperial Valley until fall, on May 10th. A temperature of 102 helped him arrive at the fall decision.

"I am on a little buying trip and will leave May 15th for Reno and San Francisco. Prices are higher here on machines than in L. A.," postcards Bob Reeder of Coin Machine Service on May 11th from Salt Lake City.

Bill Leuenhagen is dolling up the place, putting in a new private office for himself, screening off the service rooms in the rear and painting the showrooms.

Nice orders left Clark Distributing recently for Ray Wherrit, San Luis Obispo; Ivan Wilcox, Visalia; Mrs. Phil Brown, Bakersfield; Jack Arnold, Barstow; and John Patrick, Santa Maria, as the result of recent visits here.

From El Paso, Bill Simmons writes: "Since the day you sent me that menu from Mexicali I've been hungry for steak. Flew down to Monterrey, Mexico, yesterday and back tonight, and I'll say they have steaks!! Tomorrow I'll try Juarez. They say there's a good steak place there; that is if my two dollar bills hold out."

Peterson and Trevillian have disposed of their operations in Honolulu for a reported $200,000.00 and Fred Trevillian is now on the mainland supervising the operations in Santa Barbara.

William Happel entertained L. B. McCreary of Mape, and Bill Wolf of California Amusement, at the Wilshire Country Club and who pocketed the long green

(See IN THE WEST, Page 41)

No DOUBLE CROSS EVER AT LEUENHAGEN'S

NO SIR! When you deal with us there is one thing you can be definitely certain of . . . and that is a square deal on anything we sell you or buy from you. We know the operating end of the business, fore and aft, we know your problems, we know values, and you'll never get a double cross at Leuenhagen's.

Frankly, we don't have an extensive stock on hand but we DO have connections upon which we can draw at a moment's notice to supply almost any reasonable demand—AND at very favorable prices. If you are in need of

PHONOGRAPHS — ARCADE EQUIPMENT
CONSOLES — REMOTE CONTROLS — BOXES
ONE BALLS — FIVE BALLS — SLOTS

All equipment offered is thoroughly checked for defects and worn parts, repairs made as needed, and put in operating condition before being offered for sale. Our experienced mechanics are past-masters on checking equipment and you'll find equipment delivered by us as completely "bug-proof" as human hands can make it. We invite your patronage and, if we do not have what you want, let us obtain it for you.

NEED PARTS & SUPPLIES?

We have 'em! Bulbs, tubes, needles, collection books, 3 and 6 amp. fuses as well as other fuses.

SPECIAL

A few WURLITZER #125 BOXES on hand for immediate close-out.

ROUTE FOR SALE

ONE GOOD MUSIC ROUTE IN CITY OF LOS ANGELES. COME IN FOR DETAILS.

W. H. LEUENHAGEN & COMPANY

1813 West Pico Boulevard
LOS ANGELES 6, CALIF.
EXposition 7162

CIGARETTE COMMUNIQUE

by

ARCH C. RIDDELL

Containers Tight—Majority of Makers Now Want Them Back

First it was Old Gold, then Philip Morris, then Chesterfield and now it's Lucky Strike, Pall Mall and Tareyton. All these have requisitioned all used containers of their origin. Only Camels, Kools and Raleighs have not joined the parade as this is written and they will probably do so before you read this Communique.

Container board is available now only on a basis of preference ratings issued by the WPB and hardly a day passes without some new regulation to insure that the Army and Navy get priority on existing shipping material. Recently, for instance, a directive was issued which provides that manufacturers must fill all orders for "V-boxes" for military shipments before they can fill other orders.

So you can see that it's vitally important that every vendor cooperate 100 per cent with his supplier. The jobber has been put on the spot and is responsible to the cigarette manufacturers in returning used cases in proportion to shipments to him.

Not only is this return of cases to the interests of the vendor but it is a necessary war effort. Please cooperate carefully, fully and wholeheartedly.

This column also suggests that you save your Camel, Raleigh and Kool cases too against the time when these makers will want them.

Raleigh & Kool Experimenting with Spot Glued Cases

J. C. Goodson of Brown & Williamson, makers of Raleighs and Kools, says in a recent letter to this column that in the past their cigarette cases have been full glued at each end for greater strength which has prevented serviceable reclamation in appreciable quantities but that now they are changing to spot glued ends and expect this will allow satisfactory re-use.

Jobbers Allowing About 3c per Case

Originally Old Gold offered 10c per case but OPA stepped in and put a price ceiling per pound on used cases which comes to around 3c per cigarette case. This, of course, is less than you have been getting in the past but it's the duty of everyone to return every saveable case regardless of the return in money.

Used Shipping Container Racket

One reason why OPA set the price on used cases is the racket in such containers which their sleuths discovered. Under the terms of a new OPA regulation (MPR-529) exact price ceilings are set for this commodity. An Eastern newspaper advertisement recently offered at 20c each used corrugated cases which would not bring more than 11c each, brand new. So the OPA boys stepped in and put an end to that racket.

Only One King Size Cigarette Has Reduced Its Size

Of the seven longer-than-normal cigarettes among the 19 leaders, only Spuds have been shortened. Evidently tobacco stocks are not so low that a 20 per cent saving on the long cigarettes matters much but do not be surprised if some of the other "longfellows" shorten up a bit. It would save in many ways—tobacco, packaging, cartons, cases. And in our humble opinion it would increase the sale on some of the present king size brands. Axton-Fisher, makers of Spuds, says the change is because of tobacco shortage and also requests of the trade.

Will FTC Object to the Lady's Legs in Raleigh Ads?

FTC (Federal Trade Commission) is heckling Camel and Philip Morris in what a lot of folks think is a childish manner. We wonder if they will pass as "kosher" the new series that Raleigh is using? One of the first ads shows a court room scene, the bespectacled judge gazing intently and intensely at more legs than any modest gal would expose and not overlooking a peek at an interesting low neck line, while the attorney for the defense says: "We certainly cannot doubt the veracity of a lady who smokes Raleigh tipped cigarettes."

OPA Sues Milwaukee Cigarette Jobbers

Widespread overcharges by both wholesalers and retailers in Milwaukee in the sales of so-called "economy" cigarettes were charged by OPA recently. Results: One suit for $5500 and eighteen announced settlements. "Economy" brand cigarettes are defined by OPA as Avalon, Beechnut, Domino, Marvel, Paul Jones, Sensation, Twenty Grand and Wings.

Quote and Unquote

Which means that here comes something someone else thought up. Anyway, we think it says a lot in few words: "The shortest distance between two points is an angle."

WPB Suggests Larger Cigarette Cartons

They want to make cartons larger to contain 20 packs (400 cigarettes) instead of 10 packs as at present. Most of the opposition to this paper saving move has come from the 30 states that impose cigarette taxes. It is claimed, and justly, that the larger cartons would render useless meter machines and stamp affixing machines. It would also entail a lot of machinery changes by cigarette makers. Looks like this would be a move which would do more harm than good.

MISSISSIPPI

NATCHEZ, Miss.—With new locations springing up like mushrooms all over the state, Mississippi is fast becoming one of the best machine states in the union. While most counties have laws forbidding operation of slots, all other types of machines, and some slots, are in operation—and all are having a great play, especially audiophones, which are more popular than ever, especially with service men who are legion in the Magnolia state these war times.

Although there is still a dearth of repair men and service men, most of the companies manage to get enough men on the job to keep their machines going. Returning veterans, with medical discharges and the numerous 4Fs, who have been in this state, supply the demand for servicemen, but more still are needed.

Most of the locations report that there is a demand for "blues" records and many of the old tunes are returning to popularity at all of the places. Heavy industries and the recent discovery and development of numerous oil fields in the state, especially in Adams, Kemper, Newton, Jasper and Clarke counties, makes business hum. All in all, the operators of the Magnolia state have no complaints.

Corporal Henry J. Mascagni, former operator, now in the U. S. Army Air Forces, has returned to Alamagordo air base in New Mexico, after a visit here with his family and friends. Corporal Mascagni, was inducted in July, 1942, and served overseas for six months.

Mario "Pete" Baroni, well known local

DUST WHIRLS

A NEW ONE BALL FREE PLAY

is now being converted from Club Trophys with all the very latest features plus an additional hold-over feature which makes this game another success.

Hundreds of Operators are making big money with

WHIRLAWAY

converted from SPORT SPECIAL, DARK HORSE and BLUE GRASS. Ship us these games prepaid. No machines to sell outright.

ROY McGINNIS CO.

2011 MARYLAND AVE., BALTIMORE, MARYLAND

Do You Need

RAY GUNS

— SEE —

PAUL A. LAYMON

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See Ad on Page 39

operator, has added the Golden Anchor to his list of locations.

Frank Smith is now operating the Tavern for operator Ham B. Nelson, taking the place over after the former operator, Private Rufus Clark, was called to military duty.

Private Frank J. Eidt, who is now stationed at Camp Butner, South Carolina, has been assigned an APO number and expects to get his assignment any day for overseas duty. He is a brother of Bill Eidt and formerly operated the Wind Mill Club here for the Eidt enterprises.

Quincy Craig, former local operator, is in business in New Orleans and has been a frequent visitor here with his brother, Wadley Craig, local operator, who is running the PI Co.

Private Harry L. McKay, formerly in the coin machine business here, is now stationed at Camp Lee, Virginia and at latest reports has been a patient in the Station Hospital.

WE WANT TO BUY

LATE 5-BALL NOVELTY GAMES

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 40

George "Shorty" Long, accompanied by Mrs. Long, is spending a vacation of more than a month in Pensacola, Florida, as guests of their son-in-law and daughter, and their baby daughter. His repair shop will be closed during the visit. They made the trip in a new "used car" which they recently purchased in Natchez.

Dennis A. Mulvihill, Jr., manager of the Service Novelty Co. of Natchez and Centreville, and his brother, Donald, were among the candidates initiated at the exemplification of the Knights of Columbus held Sunday, April 30, in Vicksburg, Miss., and they are now members of Natchez Council No. 1034.

Staff Sergeant Cecil Boyd, former Ferriday, La., and Natchez, Miss., operator who has been on active duty with the U. S. Army Medical Corps located in Hawaii for the past two years, is home on a furlough and is visiting friends here and in Ferriday, where he formerly operated with R. Bruce Swayze, Jr.

Latest news of Lieut. J. M. "Buster" Williams, owner of the Service Novelty Co., tells of his safe arrival overseas. Lieut. Williams, who is in the army air forces, is located in Italy, where he has seen much air fighting action. He received his training and "wings" at the Sheppard Field, San Antonio, Texas.

After an absence of several months, Master Sergeant John N. "Jack" Swain, formerly an operator of this city, now located at Fort Barrancas, Fla., is back home on a furlough and is being well received by old friends and former business associates. He is a brother-in-law of Rufus Clark, former Natchez operator, now a private in the army and stationed presently at Camp Wheeler, Georgia.

P. K. Ewing, Jr., owner of the Ewing Co., has lost the services of his expert repair man, Thomas M. Patterson, to the armed forces. Pat leaves shortly for service after a recent deferment.

Radioman First Class James C. Day, Jr., who has been here on a visit has returned to his station in Baltimore, Maryland. He was formerly associated with the Ewing Co.

R. Edgar Butler, who recently opened a new business, the Triangle Co., reports that business is good and that he is well pleased with his enterprise.

D. A. Bigland, of the Tops Co., is expecting to leave shortly for the U. S. Navy.

Carl L. Wilson, of the Service Co., has departed for Great Lakes, Ill., where he will be in training with the U. S. Navy.

Audiophones and other coin operated machines including the vending and beverage machines at the Service Men's Center and Recreational Camp here as well as in neighboring Camp Van Dorn, Miss., continue to prove very popular with officers and enlisted men who are stationed in this area. Men in the service as well as defense workers and men home on leaves and on furloughs are the best coin machine patrons in this city and section and they all agree that Natchez is a swell town and that it's always a treat to come here.

News of the sudden death of Dante N. Piazza, at his home in Meridian, Miss., Sunday, May 30th, comes as a shock to his many friends and friends of the family in Natchez. Interment took place in the Natchez city cemetery on Wednesday May 3. He was the father of D. N. and Tommy Piazza, who were in the coin machine business here.

Following a recent operation, Private Sidney R. Menefee, former local opera-

—TURN PAGE

WANT TO BUY FOR CASH:

Wurlitzer Skee Balls

OR

Genco Bank Rolls

REGARDLESS OF CONDITION

WE PAY TRANSPORTATION. STATE MODEL, PRICE AND CONDITION WHEN WRITING

MAC MOHR COMPANY

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ILLINOIS LOCK COMPANY

737 W. JACKSON BOULEVARD • CHICAGO

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

IN WAR TIME

Manufacturers of Aircraft Parts and Parachute Hardware

IN PEACE TIME

Manufacturers of precision Illinois and Duo Locks—distinguished for quality

tor, now in the U. S. Army and stationed at Camp Shelby, Miss., is recuperating and will soon be home on furlough. Before coming to Natchez, Private Menefee was an operator at Mobile, Alabama.

According to letters received by former business associates, Staff Sergeant Allen Hullum, who for many years was manager of the local branch of the Service Novelty Co., is now on active fighting duty at the Anzio beachhead in Italy.

Extending his operations, William L. "Bill" Eidt, has opened another location on the Natchez-Washington highway 61 north from this city. His newest enterprise is a steak house and cafe, operated for civilians and officers only. Eidt, who owns numerous machines in this section also operates the Windmill Night Club and the Windmill Courts, and is one of the largest operational men in the state. He was given a medical discharge from the army several months ago.

Back from New York, where he was called on business, P. K. Ewing, Jr., well known operator of the WMIS Co., reports buying new interests and says his business continues very good. He was accompanied on his trip by Mrs. Ewing.

The many friends of George Valles, well known local operator, are glad to see him out again after his recent serious illness.

Harold M. Case

Mfgrs. at Capitol

WASHINGTON, D.C.—The War Production Board representatives met with a selected committee of Coin Machine Manufacturers here on May 15th to discuss "Civilian Production." Committee consisted of Walter Tratsch of A. B. T. Mfg. Corp; Dennis Donohue, Mills Novelty Co.; J. E. Broyles, Rudolph Wurlitzer Co.; George Jenkins, Bally Mfg. Co.; W. E. Bolen, Northwestern Corp; R. Z. Greene, Rowe Mfg. Co., and D. Gottlieb, D. Gottlieb & Co.

Following the Washington meet the manufacturers will call a meeting in Chicago of all industry factors at which time the government selected committee will report on its session with WPB, according to D. Gottlieb, president of Coin Machine Industries, Inc.

NAMA Meeting Considers Automatic Vending Machines Future

By ABEL YOUNG

CHICAGO—A look at the present, a venture of hopeful things to come and a discussion of current problems highlighted a meeting of the National Automatic Merchandising Association at the Palmer House on May 2nd. Around 40 representatives of various phases of automatic merchandise vending were on hand to contribute their bit to the discussions which comprised the first midwest get-together since Pearl Harbor.

Not a very optimistic note was sounded on supplies of vending machine merchandise and current restrictions in effect during past months seem certain to hold for the months ahead. However, the meeting keynoted operating in the post-war years and merchandising in terms of public convenience came in for major study.

Highlight of the meeting was an address by Nathaniel Leverone, of Automatic Canteen. Leverone dwelled long on the future ahead in automatic vending and stated that the vending field has "finally commanded acceptance and recognition as a business that is sound and one that can no longer be retarded." During his talk Leverone pointed out that the NAMA is active against unreasonable tax proposals affecting the vending industry.

CANDY BARS

Various suppliers and industry executives made brief talks. In the candy bar field it was revealed there is little chance for improvement due to sugar shortages and army requirements. A heavy increase in this year's corn crop will aid materially for candy manufacturers consider corn syrup a critical ingredient in many vending products.

PEANUTS

M. J. Kelling, of the Kelling Nut Co., spoke briefly and related that 50 per cent of the present supply of peanuts are pegged for overseas shipment and consequently the vending machine operator will feel another pinch on this item. Kelling said peanut acreage was considerably larger this year than previously and, all things being equal, the new crop might provide adequate supplies for both operators and other interests.

BEVERAGES

Here is another tight field due to sugar rationing and Gordon Mason, of the Dr. Pepper Co., in his talk said that slightly increased sugar quotas meant a small increase in production but the ultimate distribution result was still somewhat of a question.

CIGARETTES

Plenty of cigarettes are going to be available in the months ahead but some smokers might have to change from brand to brand from time to time, declared R. Z. Greene, of Rowe Manufacturing Co. Greene related that, despite rumors, there is no really serious tobacco shortage but rather a manpower shortage in producing the fags. Then too, heavy shipments to our lads across the waters are reducing our domestic supplies.

C. S. Darling, secretary of NAMA, gave a report on the activities of the Association in the months past, the campaign against a workable ration token, efforts for favorable legislation and highlights of the past year's operation of NAMA. In his report he stated that 157 firms are now on the NAMA membership rolls.

Badger Inventory Big

LOS ANGELES — Badger Sales Co.'s stock shows plenty of all types of refinished and reconditioned equipment ready for shipment and Bill Happel declares: "With our entire sales and buying force on the look-out for good equipment, and with many years of experience on every type of reconditioning work, together with the specialized skills of the individual mechanics who make up the shop staff, our service is now proving a real asset to active operators.

"With the opening of summer resorts and beach locations, we are anticipating a brisk demand for all types of equipment during the coming months. Every effort is being made to supply the demand with the greatest efficiency."

Announcing the Opening of a New and Complete

REPAIR SERVICE

For Coin Machine Operators

We repair EVERYTHING. Slot Machines, Consoles, One-Balls, Ray Guns, Panorams, Photomatics, Phonographs, etc.

25 years experience in the Coin Machine business qualifies us for this service. We guarantee our work. Give us a trial.

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All Types

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	Each		Each		Each
6 Mills Drop Pictures	$25.00	1 K.O. Fighter	$150.00	1 Scale	$35.00
2 Gum Guns	20 00	2 Shockers	7.50	1 Oracle	10.00
1 A.B.T. Fire & Smoke	17.50	2 Diggers	50.00	1 Single Gottlieb Gripper	10.00
1 A.B.T. Challenger	17.50	1 Career Pilot	200.00	2 Little Gypsies	10.00
2 Casino Jackpots	25.00	1 Groetchen Nameplate	45.00	1 3-Way Gottlieb Gripper	12.50
1 Miniature Golf Machine	15.00	1 Mills Violino Virtuoso	150.00	1 Home Run	20 00
1 Vitalizer	85.00	1 Selectavue	25.00	1 Catch Ball Machine	12.50
1 Mills Lifter	90 00	1 Viewascope	20.00	1 Dumbbell Lifter	110.00
1 Grandfather Clock	90.00	1 Zoom	25.00	1 Hi-Ball	90.00
1 Ball Lifter	90.00	1 Striking Clock	90.00	2 Wizard Fortune Tellers	10.00
		2 Mills Punching Bags	135.00	1 Hindu Fortune Teller	10.00

Terms: One-Third Deposit, Balance C. O. D.

EDWARD J. LAMBERT

2806 TRUXILLO **HOUSTON 4, TEXAS**

Mexican Phono. Ban

MEXICO CITY—A presidential decree, effective May 5th, bars automatic phonographs from cabarets and night clubs and fixes regulations for this type of establishment. Night clubs may be open only from 10 p.m. to 5 a.m. They must have orchestras instead of mechanical music-making devices, and they can have only male waiters.

Rumors have it that the exceptionally strong musicians' union in Mexico is somewhere responsible for the presidential ruling.

Rodeo Records Score

LOS ANGELES—According to Charlie Washburn of Rodeo Records the demand for the new disc, which made its debut in the last issue of THE REVIEW, has been so brisk the facilities of the production plant have been taxed but shipments are rapidly going forward.

"We've purposely held orders for any given territory until we had ample stocks to fill our orders for that sector," said Washburn. "This gives all music operators an equal break on this sensationally new type of hillbilly record. In addition we are adding 8 new presses to our local production facilities which means that within the next 30 days we will be able to care for quantity orders and fill them as rapidly as received."

Ozie Waters and the Colorado Hillbillies, featured on the first two Rodeo releases, have a 5-morning a week program over Columbia's KNX at 7:30. Ozie has featured his Rodeo numbers many times and the tunes are slated for a turn on the Western Round-Up—a part of the weekly Western Hit Parade presided over by the genial Foreman Phillips.

Operators fortunate enough to receive platters to date report excellent reception and have filed re-orders, according to Washburn.

IN THE WEST

(Continued from Page 37)

was not revealed by Happel. Looks like he wasn't the one.

Sales have been brisk on Peerless and Rodeo records according to Charlie Washburn. The rodeo numbers have received some splendid radio plugs.

Elaine Ryan is back at Badger after a two-week vacation at Santa Barbara. Al Griebahn, assistant sales manager, spent a week's vacation at a desert resort and entertained several operators during the time.

Fred Trevillian, Santa Barbara; Harold Presher, San Diego; and Charles Berkemeyer, San Luis Obispo, stampeded Jack Gutshall for Packard boxes last week, but to no avail. Said boxes are as scarce as hen's teeth.

Aaron G'Brau

Set Tube Ceilings

WASHINGTON—The Office of Price Administration established specific dollar and cents wholesale and retail ceiling prices for new standard radio replacement tubes for radios and phonographs on May 15.

Effective May 20th, the specific prices reflect those prevailing in the industry during March, 1942. OPA said a shortage of tubes had resulted in widespread black market activities, with users being charged three or four times the proper price.

Gutshall Dark Horse

LOS ANGELES—*What the Sergeant Said* and *Porky's Boogie Woogie on Strings* on the new Morris-Lee label is a new entry in the record stables of the Jack Gutshall Distributing Co.

As recorded the production and emphasis was given to the first side, but in the hands of the operators the second side is the one copping the coin. The *Boogie Woogie* number is caviar for the jump spots, and Gutshall has the disc in sufficient quantities to care for all orders.

Phono. in India

HOLLYWOOD — While Paulette Goddard and Bill Gargan were entertaining at an air base in the interior of India, the local maharajah invited them to a banquet. When the feast was over, the potentate announced that his guests would retire to the music room for a great surprise. Thrilled by the prospects of hearing authentic native music, the visitors entered and found an American automatic phonograph blaring Frank Sinatra singing, "Sunday, Monday or Always."

Puget Sound Opens

SEATTLE—George Schnabel, Vern Preston and A. J. Sandtner of the Puget Sound Novelty Co. entertained operators in this area on Saturday, April 29th on the occasion of the grand opening of their newly remodeled showrooms at 114 Elliott Avenue West.

A buffet luncheon was served.

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PANORAM FILM

FOR SALE—Operators of "Solo-Vue," Peep Shows, Sound-Vues, or straight Panorams: You can get 1 reel, six sound subjects, brand new, the very latest releases for only $10.00. Will give you full details upon receipt of your letter if you will include this ad from The Coin Machine Review.

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No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS——

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING——

We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 212 East Palmer Avenue, Glendale 5, Calif. Phone: CItrus 1-1093. (TF-C)

PHONOGRAPH RECORDS WANTED——

Devie says there are nine grades of used records. In the Los Angeles-Southern California area Devie is stubbornly paying fourteen cents each for used records of the fourth grade up, despite indications of lower prices to come. Devie will come to you quickly. Write, telephone Monrovia 3241. DEVIE'S RECORD STORES, 1624 East Huntington Drive, Monrovia, California. (TF-C)

WANT——

1,000 set Mills late style stop levers; 5c Vest Pockets; Wurlitzer 616A's. We repair clocks. COLEMAN NOVELTY, Rockford, Ill. (AMJ-P)

WANTED: MILLS SCALES——

Old big head, white porcelain models. Cash for one or quantity. Write now. BABE LEVY, 2830-10th Court South, Birmingham 5, Ala. (AMJ-P)

CIGARETTE AND CANDY——

Vending Machines — All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

JUMBO PARADE——

Fruit Reels, C. P., $119.50; 15 Square Bell Cabinets, electrically equipped, $225. Crating, $2.25 each. COLEMAN NOVELTY, Rockford, Ill. (AMJ-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

BARGAINS——

in all kinds and types of 5c Selective Candy Bar Vending Machines, $19.50 up; also many 1c vendors and LoBoy 1c all porcelain weighing scales. Write today! ADAAR COMPANY, 733 South Euclid Avenue, Oak Park, Ill. (MJJ-P)

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Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 1417½ West Pico Blvd., Los Angeles 15, Calif. (TF)

FOR SALE——

26 10c Wall Boxes, 8 5c Non-selective, $3.00. Lot 34, $50.00. Want Mills 50c Jack Pot Attachment. COLEMAN NOVELTY, Rockford, Ill. (AMJ-P)

FOR SALE——

3 Glitter Gold Q. T. Slots, 5c; 2 Chrome Columbias, D. J. P.; 1 Columbia, D. J. P.; 1 Columbia Gold Award; 10 320 5c Wurlitzer Wall Boxes; 1 120 5c Wurlitzer Wall Box; 1 310 5c Wurlitzer Wall Box with 30 wire cable; 3 331 5c Wurlitzer Bar Boxes; 4 300 Wurlitzer Adapters; 4 304 Wurlitzer Steppers; 3 42-24 Wurlitzer Victory Phonographs. Best offer takes all or any part. CLEETONS AUTOMATIC SALES, 204 North Franklin, Kirksville, Mo. (MJJ-C)

SLOT MACHINE——

5c Pace Comet model with companion metal console, like new, both blue with chrome trim, $110. Also Junior counter-model pinball machine, $25—or both for $125.00 cashier's check to order of R. B. HARDY, Atty., 4114 Woodward, Detroit 1, Michigan. (MJJ-P)

PHONOGRAPH RECORDS——

darn near never wear out if you use Rekucky's "Slide." Three bottles one dollar. Order now—pay later. DEVIE RECORD-CO, Monrovia, Calif. (MJJ-P)

75 GOTTLIEB SINGLE GRIPS——

Excellent appearance and mechanical condition. Absolutely ready for location, $12.50 each. BABE LEVY, 2830-10th Court South, Birmingham 5, Ala. (AMJ-P)

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Slot Machines, All Makes Counter Games, Paces Races, Bakers Pacers. All workmanship guaranteed. BARNEY McCOY, 4941 9th Ave., Sacramento, Calif. (MJJ-P)

MECHANIC WANTED——

for established music route in city of Los Angeles. Highest wages, ideal working conditions. BOX 590, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (J-C)

WANTED TO BUY——

2 late model Photomatics. State price and serial. BOX 595, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (J-C)

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Yes, the 11th Anniversary Issue of THE REVIEW is due next month and we hope that you will participate in this momentous issue—our 11th Anniversary of serving the most up-and-coming industry in the country today.

You, as a part of this great industry, will want to be part of this two-fold celebration. Your advertising copy in the July REVIEW will definitely place you among the "400" of the Coin Machine Fraternity.

Deal an Ace for yourself by placing your copy in the ONLY MONTHLY PUBLICATION ADEQUATELY SERVING THE INDUSTRY TODAY! Advertising deadline is

JUNE 12TH

The magazine will be mailed June 20th

The Coin Machine Review

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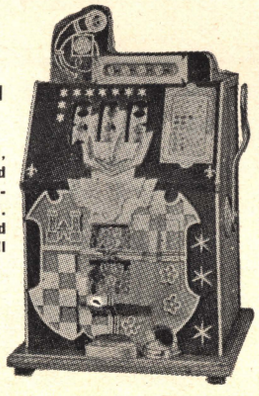

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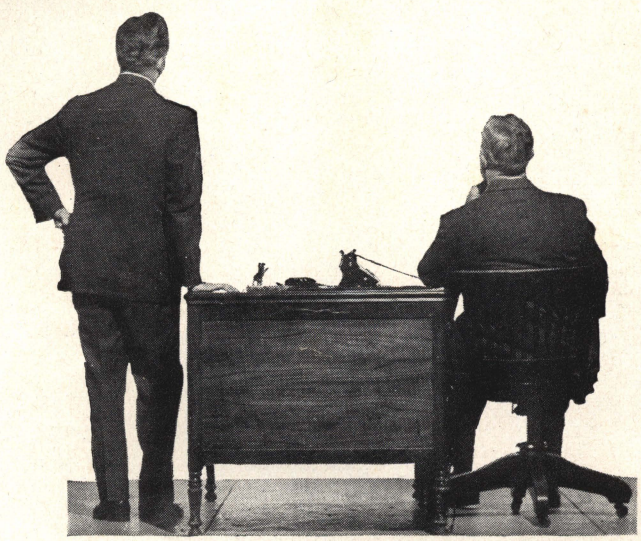

This war has posed some pretty tough problems for Music Merchants. Many have brought those problems to us. To the best of our ability we have helped find solutions.

They include bookkeeping problems, financial problems, tax problems, manpower problems, questions pertaining to parts shortages, to the merchandising of Wurlitzer music, to the uncovering of new locations.

What we have learned we will gladly pass on to any Wurlitzer Music Merchant. Are YOU looking for an idea? Look to us. The chances are we CAN provide a solution.

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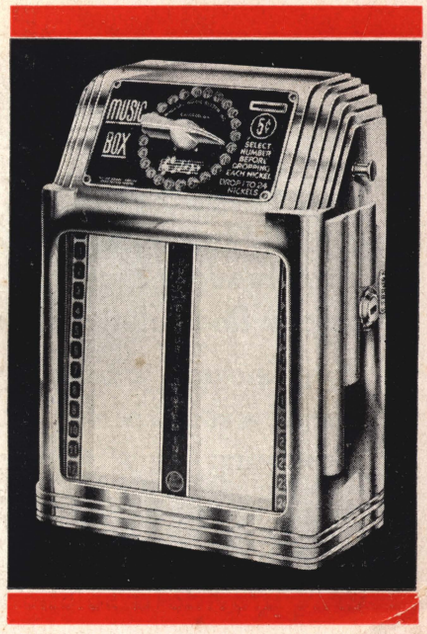

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